

RiverLink Name Transition

Council Briefing: 14 June 2023

Agenda

1. Introductions
2. Video
3. Explanation of narrative
4. Naming transition plan
5. Questions



Introductions

Len Hetet – Cultural Design Lead

Lee Hunter – Chair of Mana Whenua Steering Group

Ted Grieve – Senior Communications Advisor

Tom Biggin – Project Manager



CULTURAL DESIGN STRATEGY

TRANSLATING AND ARTICULATING THE NARRATIVE

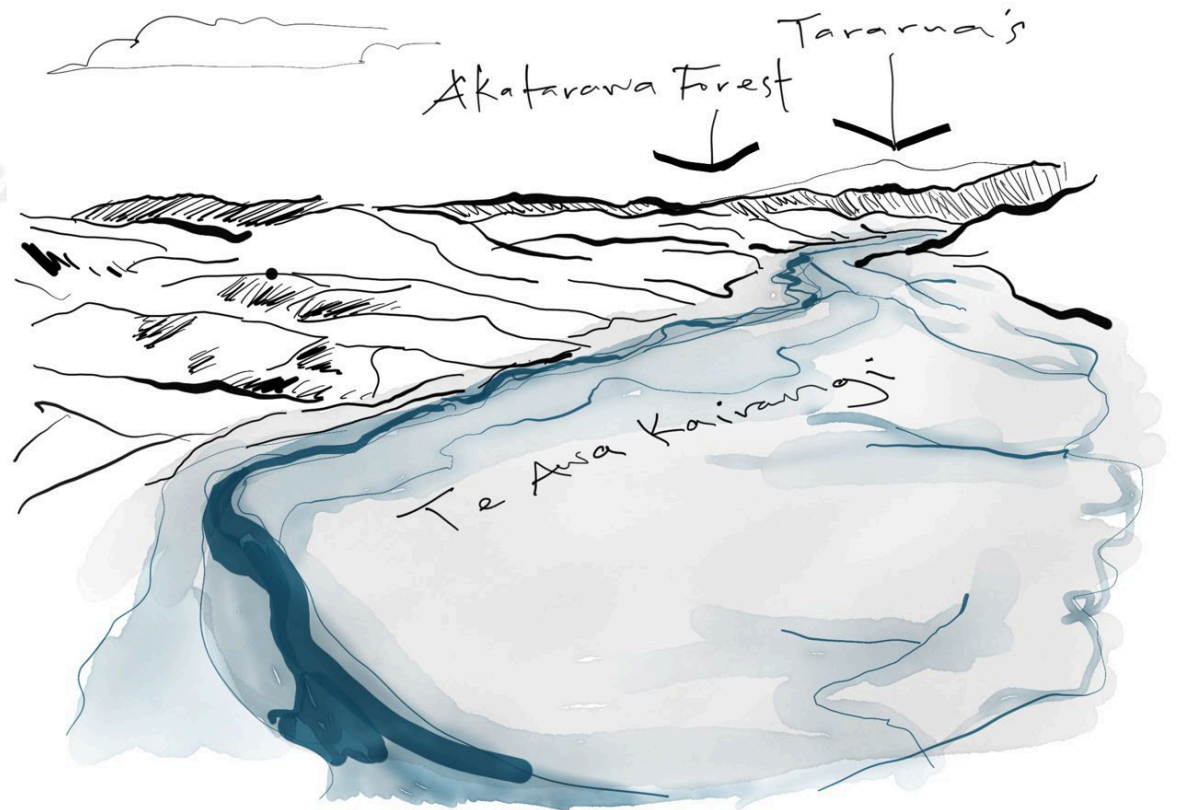
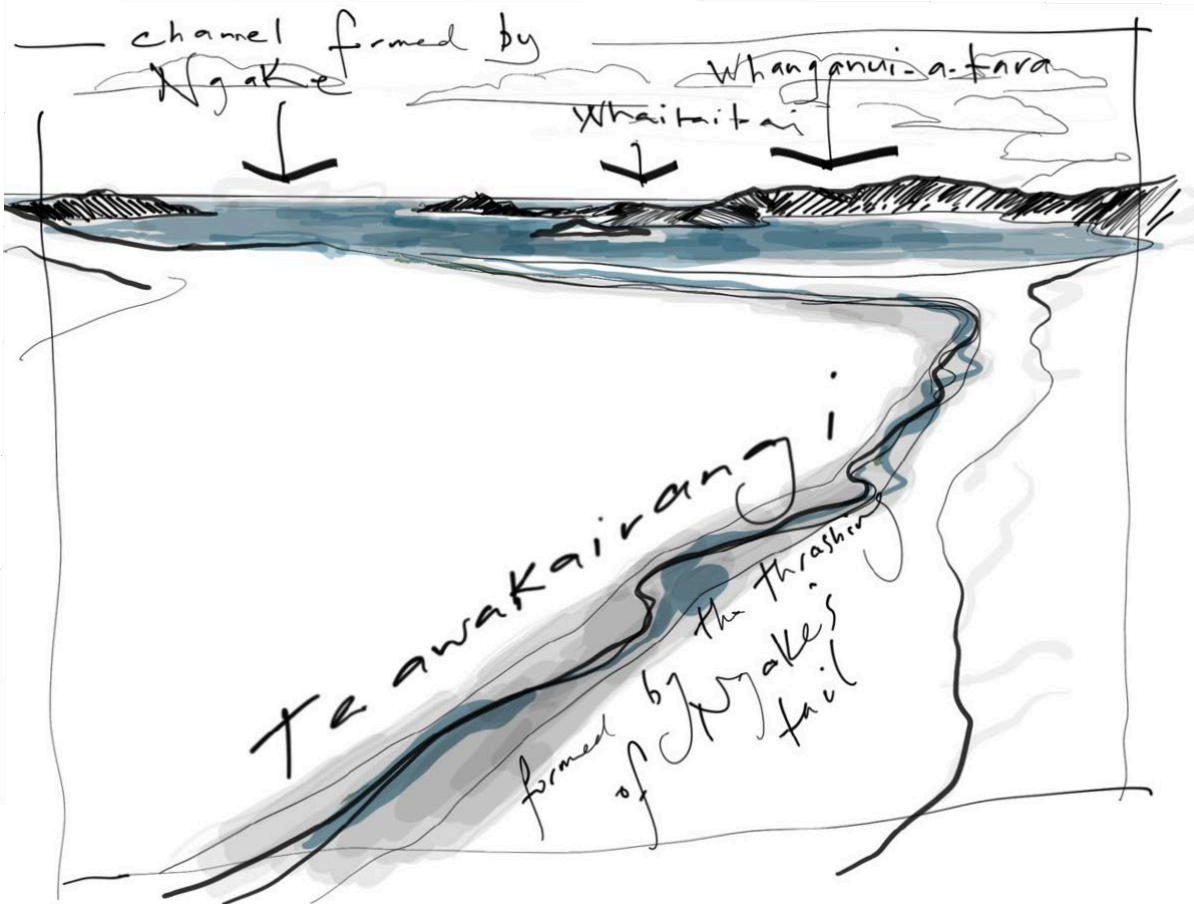


1. The Narrative Te Ara Tupua
2. Tupua Horo Rangi / Tupua Horo Nuku
3. Tupua Horo Nuku – The Creation of Te Awa Kairangi
4. Mana Whenua Vision
5. Mana Whenua Design Strategy



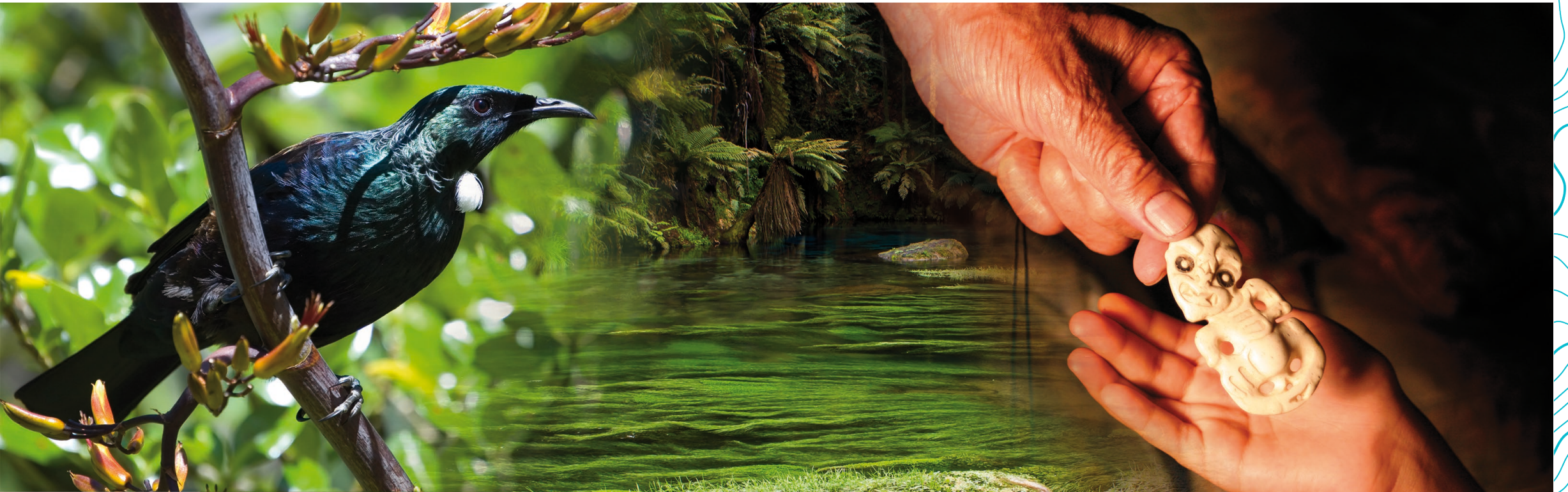


Tupua Horo Nuku – The Creation of Te Awa Kairangi



Mana Whenua Vision

To lift the mana (presence) and mouri (life force) of Te Awa Kairangi, re-establishing Lower Hutt as a vital and connected river city.



Mana Whenua Design Strategy

Cultural Design Rationale

He Korowai o Te Awa Kairangi

He Korowai ki te whenua

He Korowai o Nga Tupuna

The cloak laid before us by the tupua Ngake

The cloak that belongs to Te Awa Kairangi

**The cloak that is of the land Papatuanuku soothed by the tears
of Ranginui**

Let us lie within the protection and warmth

Fashioned to be worn as a mantle of acknowledgement

A most prestigious cloak



Mana Whenua Design Strategy



Whatu Raranga **The Creation of a Korowai**

The weft, or horizontal, threads are called aho. The vertical, or warp, threads are called whenu. A single pair of aho are twined over and under each of the whenu to create a basic version of whatu. This technique creates the base or foundation for the korowai.



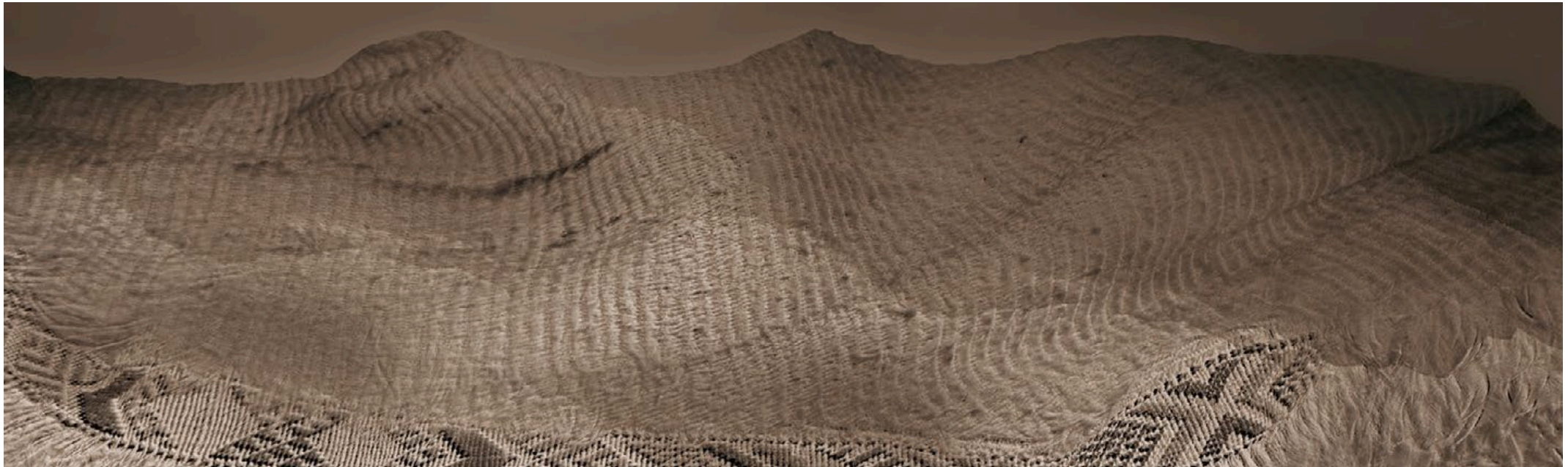
Mana Whenua Design Strategy

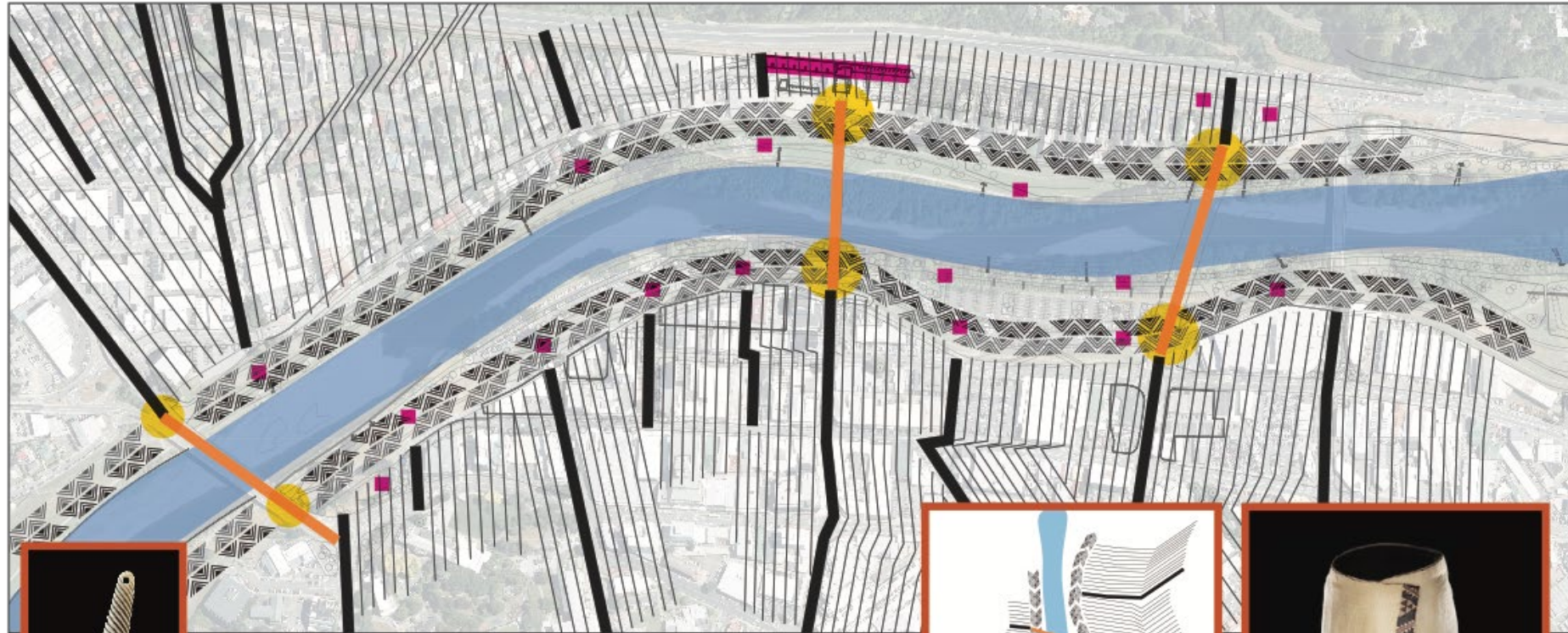
Design Translation - The meaning of the pattern

Aho – The connection of the Eastern and Western land masses

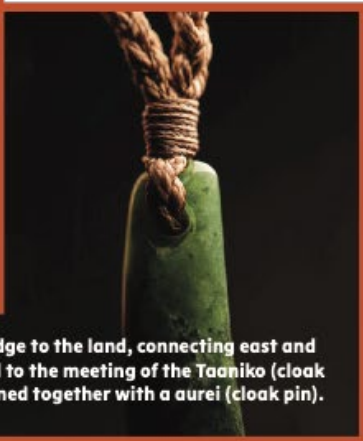
Whenu – The river that binds the land masses together

Aurei – The bridges that connects east to west





Aurei (cloak pin)



Bind the bridge to the land, connecting east and west likened to the meeting of the Taaniko (cloak hem), buttoned together with an aurei (cloak pin).



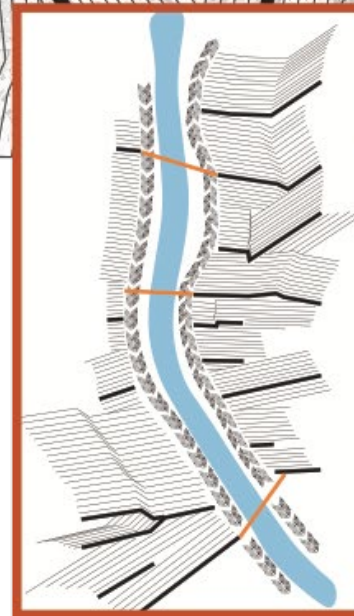
Area of mana (to empower/uplift a space) manaakitanga (safe place) and hononga (connection).

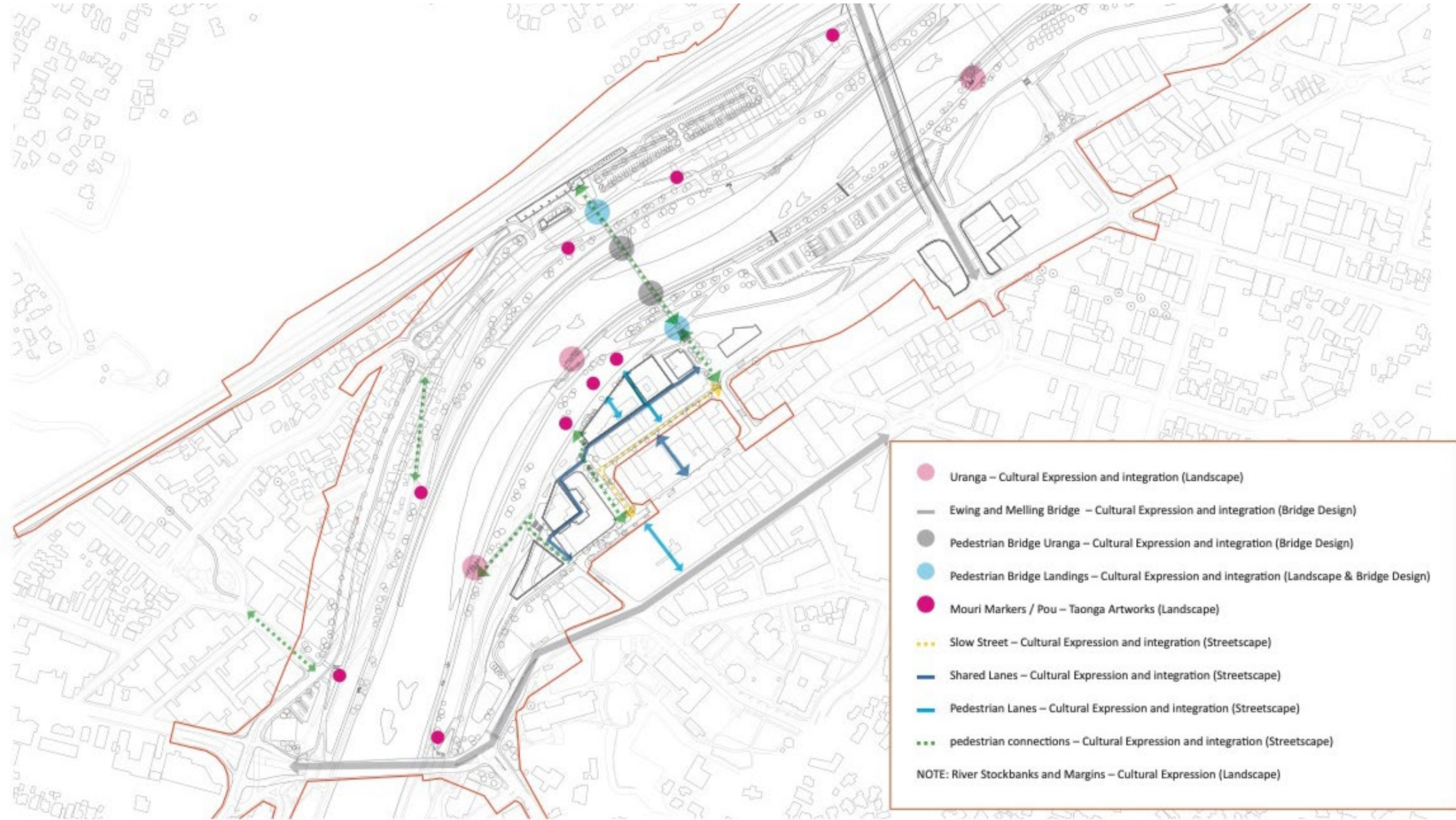
- How the land embraces the bridge.
- How people enter and exit the bridge.
- Touching and viewing the water and landmarks.



Ensuring Mana Whenua ahi kaa (recognition of the home people) is realised.

- Acknowledging areas of cultural significance.
- Acknowledging pathways that connect the land to the river (entrance / exit points).





- Uranga – Cultural Expression and integration (Landscape)
 - Ewing and Melling Bridge – Cultural Expression and integration (Bridge Design)
 - Pedestrian Bridge Uranga – Cultural Expression and integration (Bridge Design)
 - Pedestrian Bridge Landings – Cultural Expression and integration (Landscape & Bridge Design)
 - Mouri Markers / Pou – Taonga Artworks (Landscape)
 - Slow Street – Cultural Expression and integration (Streetscape)
 - Shared Lanes – Cultural Expression and integration (Streetscape)
 - Pedestrian Lanes – Cultural Expression and integration (Streetscape)
 - pedestrian connections – Cultural Expression and integration (Streetscape)
- NOTE: River Stockbanks and Margins – Cultural Expression (Landscape)



Naming Transition Plan

Timing

14 – 17 June: Councillors & Project Staff from all partners briefed

19 June: Announcement

- Hutt City Council Staff Intranet
- Media Release
- Re-skinned website
- E-newsletter
- Social Media Channels updated



Naming Transition Plan

Awareness & Education

Staff:

- Meaning of the name, how to say, how to use – brand guidelines & templates

Public:

- Visible on all collateral
- New website
- Video content & other collateral to explain name & narrative



Our name

The name **Te Wai Takamori o Te Awa Kairangi—The Soothing Waters of Te Awa Kairangi** has been gifted by our Mana Whenua partners Taranaki Whānui ki te Upoko o te Ika and Ngāti Toa Rangatira.

LONG NAME

Te Wai Takamori o Te Awa Kairangi
—The Soothing Waters of Te Awa Kairangi

Use our 'long name' for first citation in text and introduce the 'short name' in brackets. Thereafter, use the short name.

DO NOT abbreviate the name to TAK or T.A.K.

SHORT NAME

Te Awa Kairangi

BYLINE

'our land | our river | our future'

Our byline forms part of our main logomark, and is also available as part of the 'footer' graphic.

DELIVERING RIVERLINK BYLINE

Signature logomark



Footers

Te Wai Takamori o **Te Awa Kairangi** our land | our river | our future

Te Awa Kairangi our land | our river | our future

Delivering RiverLink



Questions?

