



Art Deco Trust (Inc) • Deco Centre, 163 Tennyson Street • P O Box 133, Napier NZ
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ART DECO TRUST INFORMATION SHEET 1

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FACT SHEET ABOUT THE ART DECO TRUST

HISTORY:

The Art Deco Trust was formed as the Art Deco Group in February 1985, to promote the "Take a Walk Through Art Deco Napier" leaflet which had been funded by the Hawke's Bay Museum, the Ministry of Works & Development and the Napier City Council. In June 1985, it organised the premiere of Peter Wells' television film "Newest City On The Globe". The public response encouraged those involved to continue working for the preservation, enhancement and promotion of Napier's unique architecture, constructed after the Earthquake of 1931.

The Trust was legally incorporated in 1987.

In 1992, with support from the Napier City Council, the Trust became a full-time operation with a salaried Executive Director and Administrator, and its own premises and shop at Deco Centre, Tennyson Street, Napier.

OBJECTIVES:

The Trust's objectives are:

- To encourage the appreciation and understanding of the Art Deco and related styles.
- To promote the tourist potential of Napier as "The Art Deco City".
- To also encourage the retention, preservation, use and promotion of buildings in the Art Deco and related styles in Hastings and Hawke's Bay in particular and in New Zealand in general.
- To maintain a register of buildings in the Art Deco and related styles, especially in Napier.
- To encourage the appreciation of the Art Deco and related styles.
- To maintain world -wide links with other Art Deco interest groups.
- To support educational institutions in building awareness of the importance of Napier's Art Deco heritage.

STRUCTURE:

The Trust elects a Chairman and Board at its Annual General Meeting held each November. The Board meets two-monthly and meetings are held as required of the following committees:

Executive	Events	Walks & Tours
Merchandise	Membership	Preservation & Design

(Changes are currently being made to the committee structure.)

The Trust's paid staff (as at 30 March 2008) comprises the Executive Director, Office Manager, Walks and Tours Manager, Retail Manager, Events Manager and two part-time shop assistants. The work of the Trust is made possible by a team of over 100 committed volunteer Walk Guides and Shop Staff. The Trust operates from its own premises at Deco Centre, 163 Tennyson Street, Napier, where The Art Deco Shop is also situated.

Membership of the Trust covers three categories - subscribing, corporate and endowment.

INCOME:

The Trust's income is derived from:

- Members' subscriptions
- Consultancy fees (colour schemes etc)
- Donations, grants and sponsorship
- Profits from the conducting of guided walks, tours and special events, and from wholesaling and retailing merchandise, much of it produced by the Trust.
- A payment from the Napier City Council in return for the Trust's promotional and tourism services to the City.

The Art Deco Trust is registered as a charitable entity under the Charities Act 2005.

ACTIVITIES:

The Trust's programme includes:

- Publishing educational material
- Conducting guided walks and tours
- Working with building owners to enhance their buildings
- Working to influence public and political attitudes to the preservation of Napier's Art Deco and related buildings and their settings
- Dealing with preservation issues and working to save threatened buildings
- Promoting Napier nationally and internationally by -
 - Advertising
 - Publishing promotional leaflets and articles
 - Hosting visiting journalists and film crews
 - Providing information to travel publications
 - Holding special events, in particular the annual Art Deco Weekend
 - Producing and selling promotional merchandise, and encouraging others to do so
 - Establishing and maintaining contact with Art Deco enthusiasts around the world
- Supporting the awareness and preservation of Art Deco era buildings in Hastings

For further information, refer to the Trust's Information Sheet No 15 -

ART DECO TRUST OPERATING FUNCTIONS

THE ART DECO TRUST EVENTS

Every February, the Trust stages its annual GEON BREBNER PRINT ART DECO WEEKEND, New Zealand's "not-too-serious" celebration of the Art Deco style. The Weekend, which attracts participants from all over New Zealand and from other countries, comprises over 100 events, large and small, with an emphasis on a dash of education mixed with a lot of fun. A smaller winter event is BLUEWATERHOTEL DECO DECANTED, a similar event combined with a jazz festival.

For more information, refer to the Trust's Information Sheet No 16 -

ART DECO WEEKEND MISSION STATEMENT

ACHIEVEMENTS:

The Trust has succeeded in:

- Attracting significant numbers of tourists to Napier from within New Zealand and overseas
- Persuading a majority of Napier citizens and decision makers that their Art Deco buildings are worthy of preservation
- Encouraging the enhancement of a significant number of buildings
- Engendering a new pride in the city from its residents
- Making Napier famous for its architecture around the world

FOR FURTHER INFORMATION, CONTACT THE CHIEF EXECUTIVE AT:

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