



Art Deco Trust (Inc) • Deco Centre, 163 Tennyson Street • P O Box 133, Napier NZ • Tel (06) 835 0022
Fax (06) 835 1912 • Email trust@artdeconapier.com Web Site www.artdeconapier.com

ART DECO TRUST INFORMATION SHEET 16

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INFORMATION ABOUT THE ART DECO TRUST'S EVENTS

GEON BREBNER PRINT

ART DECO WEEKEND

BACKGROUND

Napier's first Art Deco Weekend was held in 1989, a small affair which was something of an experiment. The concept was modeled on the hugely successful Art Deco Weekend devised in Miami Beach, Florida, another Art Deco city.

Napier's Weekend has developed however in a different way. Unlike Miami Beach, where a vast population lives within driving distance and an even vaster one within weekend traveling range, ours is designed for smaller numbers of people with a wide range of more intimate events.

The Weekend, which began as a two day festival, now lasts for five days, with some events spanning a week, although the focus is still on Friday evening to late Sunday. It is more than just a means of attracting visitors to Napier for the Weekend, for New Zealand and overseas magazine and newspaper articles published about the festival encourage tourists to visit Napier and Hawke's Bay year round. It is thus a real showcase for Napier and all its many attractions

The Weekend is held to attract people from inside and outside Hawke's Bay to Napier and to its Downtown area in particular, which is the Trust's basic strategy for the preservation of Napier's unique Art Deco buildings. The Art Deco Trust's overall Mission Statement is *"to persuade Napier people, through tourism, that our unique world-class Art Deco architecture is worth keeping for posterity, and that these buildings can be used to create employment, civic pride and a sense of identity for the city and the region"*. In its work to achieve this mission, the Trust has created a number of activities which enhance the Art Deco Tourist experience, such as The Art Deco Shop and Art Deco Walks & Tours, and has assisted local businesses to provide others such as Art Deco wining, dining and shopping. The Art Deco Weekend is essentially another key component in the menu of Art Deco related attractions and activities.

The Trust's Tourism Strategy is *"to promote its world class heritage attraction by providing a quality experience with a genuine and personal Kiwi touch"*. During the Art Deco Weekend, this philosophy is applied *par excellence* by trying to make every visitor feel like a special guest in "our town". Most events have Trust hosts whose job it is to make sure that participants enjoy themselves, have a quality experience and remember with affection their special Weekend in a special city.

The Art Deco Weekend would be impossible to mount without the cooperation and support of many Napier and Hawke's Bay organisations which, like Napier Repertory, the H B Jazz Club, the Vintage Car Club and the Hawke's Bay Museum, mount events complementary to the concept. We are indebted to them all.

STRUCTURE

The Trust sees itself as the originator and inspiration for the Weekend, around which events can be organised in support of the weekend. It is the Trust's role to compile the programme, set up the booking structure for the events, to seek sponsorship and to promote the festival locally, nationally and internationally. It has the responsibility to ensure that the hosting, the co-ordination and the standard of the events are at the highest professional level. The Trust itself also organises many of the events.

Weekend events fall into four categories :

- 1 Events tailored for individuals or small groups,
Examples: tours, theatre, plane rides, specialty wining and dining, etc.
- 2 Events depending on larger numbers of individuals for success,
Examples: Jazz Revue, Cafe Crawl, Soft Shoe Shuffle Ball, Depression Dinner etc
- 3 Static events, sometimes lasting for a week or more before or after the Weekend,
Examples: Exhibitions, Antique Fair.
- 4 Community events designed to involve large numbers of local people as well as visitors,
Examples: Automobilia, Gatsby Picnic.

All events are designed to accommodate both visitors and locals, and to provide opportunities for them to mix. Vintage cars and people in Deco dress are a common sight in Napier during the Art Deco Weekend, with the strains of jazz bands in the air.

Any activity may be included in the Weekend provided that it can be related to the Napier Art Deco experience. This may include a wide range of events as can be seen from past Weekend programmes. Any event for the weekend programme will be accepted at the discretion of the Trust.

OBJECTIVES

- To increase tourism in Hawke's Bay by mounting a professionally run weekend of Art Deco related educational and entertainment activities with a strong emphasis on quality events.
- To encourage local people to enjoy the richness of our heritage, through leisure and learning activities.
- To demonstrate to Napier people the importance of our Art Deco buildings to tourism and prosperity in the city.
- To generate publicity about the festival which will create general awareness year round of Napier's Art Deco heritage.
- To extend both free and paid events to establish the Weekend as a nationally and then internationally renowned celebration.
- To demonstrate that there is more to our Art Deco heritage than just buildings, and that heritage can be fun.

BLUEWATER HOTEL DECO DECANTED

Since 2003, the Trust has mounted a smaller, but growing, winter event – Bluewater Hotel Deco Decanted, In 2007, a jazz festival was added to the event, with excellent results. The event is expected to grow as the Art Deco Weekend has, but being a winter event, will never become as big.

MISSION STATEMENT

To celebrate Art Deco in Hawke's Bay by mixing locals and visitors
in a fun-filled weekend with a dash of education.