

# THE ART DECO PRODUCT

## WHAT IS IT AND HOW WE SELL IT?

Napier's Art Deco product is a collection of buildings, the legacy of a great tragedy, built with faith and courage. This product has the following characteristics:

### **IT'S UNIQUE**

The only other Art Deco City in the world is Miami Beach in Florida. But because Miami Beach was built in the late 1930s and is part of a metropolitan area, it is quite different from Napier. In other parts of the world, there are collections of Art Deco or Art Deco era buildings - Heliopolis in Cairo, Bandung in Indonesia, are examples - but Napier is the only complete, small city collection in the style.

### **IT'S PERSONAL**

This unique product is presented to visitors by a group of enthusiastic local people who effectively convey their special feeling for their special city.

### **IT'S VISUAL**

It is a visual experience in a visually stunning city.

It is in harmony with the 'flavour' of Napier and of Hawke's Bay - brightness, colour, sun, seashore, sails, cliffs, views, palms, pines, grapes, wine and the Spanish Mission style in Hastings.

This visual quality can be exploited to provide Napier's trademark. Its symbols and sophisticated lettering style can be used in all of the City's promotional material.

### **IT'S DRAMATIC**

The dramatic story of the major historical event which resulted in the creation of these buildings appeals not only to tourists, but particularly to journalists. It has all the ingredients of a good yarn, with plenty of photo opportunities to accompany it.

### **IT'S UPBEAT**

Art Deco is an optimistic style, from a period when the future was full of promise and excitement. The rebuilding of Napier, itself an act of great optimism, was carried out in this avant-garde style, the epitome of modernism in a small Kiwi town.

### **IT'S URBAN**

People from countries where Shopping Malls and Freeways have devastated town and city centres are enchanted with the vibrancy of New Zealand cities, especially Napier's.

### **IT'S REMOTE**

The fact that there is an Art Deco City at the ends of the Earth, the last place anyone would expect to find one, appeals to many tourists.

### **IT'S CREATIVE**

It stimulates creativity and business. Local people are painting, potting, quilting and shaping things in their own interpretations of the Art Deco style.

## **IT CONNECTS WITH PEOPLE AT MANY LEVELS**

It appeals to those with an interest in:

- Architecture, of which Napier is a unique example.
- Art, because it is the living evidence of an important 20th century art movement.
- Geology, because of the Earthquake and the changes it made to our landscape in 1931 and in past ages.
- History, because it is a recent part of a continuous story - the history of the region from early Maori settlement to the present day.
- Town Planning, because of Napier's unusual growth patterns, a result of man-made and earthquake-caused changes to the landscape.
- Houses and gardens, because Napier's Art Deco era public gardens are little changed, and its houses and domestic gardens form a unique residential Art Deco precinct.
- The Earthquake, because behind the buildings there is a story of destruction, fire, death and rebirth.
- Internationalism, because tourists from many countries recognise in Napier that the Art Deco style is a part of their own history and begin to understand it better.

## **IT'S PRACTICAL**

It is a practical tourist attraction, for which the time is right:

- It is compact and easy to enjoy.
- Its low-rise buildings create a pedestrian-friendly environment.
- It is still largely intact.
- It appeals to conservation-minded tourists.
- It taps into an existing network of enthusiasts, through Art Deco Societies around the world, who are interested because the Art Deco Style has just graduated from limbo into the spotlight of historical recognition.
- It has created a market for Heritage Tourism, a new market for Hawke's Bay.
- Links can be developed with other architecturally important New Zealand cities, particular Dunedin and Oamaru, to develop a Heritage Tour route.
- It has the support of a majority of central city retailers and people who see opportunities waiting to be exploited.

## **IT'S INTEGRATED**

Unlike most historic areas, which are enclaves of buildings which time has passed by, Napier's Art Deco area is the commercial heart of the city. Art Deco Tourism delivers visitors into this area where shops, restaurants and bars are ready to provide them with goods and services.

As tourist numbers increase, there is potential for CBD businesses to be established or to expand, to cater to their needs. In this way, tourism is integrated into the City's Business Centre.

## **IT'S FUN**

Other heritage areas are associated with horse drawn wagons, butter churns, crinolines, apple cider, waltzes and folksongs. Napier's heritage is associated with vintage cars, gramophones, flapper dresses, cocktails, charlestons and jazz.

# SELLING THE ART DECO PRODUCT

The Art Deco Product doesn't belong to the Art Deco Trust. The Trust therefore must "sell the product" by selling information and interpretation about the Art Deco buildings.

It does this by -

***Selling Art Deco Walks***, either in guided groups or by supplying leaflets to freedom walkers.

***Selling information about Art Deco*** and related attractions in the Napier / Hastings district, by selling the "Art Deco Tour" map and tour guide and other publications.

***Mounting an annual event***, the Art Deco Weekend, in which the city's Art Deco style is celebrated in a light-hearted way.

***Selling merchandise***, in the form of Art Deco souvenirs (many of which act also as vehicles for promoting Napier) and products with an Art Deco design element.

***Selling our services***, by providing colour schemes, and potentially other services, to enhance the Art Deco Product.

***Working with tour operators***, and collaborating on tourism services which are promoted and sold by the operators and provided by the Art Deco Trust.

The Art Deco Trust aims to maintain its lead in providing these services by exercising strict quality control, based on its understanding and experience of the Art Deco Product.