



A BRIEF HISTORY OF THE ART DECO TRUST

**A RECORD OF THE ACHIEVEMENTS OF THE ART DECO TRUST
INCLUDING PRESERVATION INITIATIVES CARRIED OUT BY OTHERS AS A RESULT OF THE TRUST'S
ACTIVITIES**

1981

An OECD group visiting New Zealand recognises something unique about Napier and inspires Barry Marshall, District Architects, Ministry of Works & Development, to persuade the Ministry to fund the publication of a book.

1982

"The Art Deco Architecture of Napier" by Heather Ives, with photographs by James White, is published by the MOWD.

1983

The Hawke's bay Museum mounts the exhibition "Art Deco in Hawke's Bay", of the photographs from the book with additional Hastings photographs commissioned from James White.

1984

Several people involved in the H B Museum, Ministry of Works & Development and the Napier & District Community Arts Council publish the "Take a Walk Through Art Deco Napier" leaflet.

First proposal for tower block in Hastings Street raises limited opposition.

First Art Deco Travel feature published - NZ Times.

Peter Wells films "Newest City on the Globe" for Television NZ.

1985

Seven people put their heads together and decide to form The Art Deco Group, to promote the "Take a Walk" leaflet.

In response to the activities of the Art Deco Group, the Daily Telegraph starts to carry intermittent news items about Art Deco.

First inbound tour group hosted by the Group comes from Auckland.

The Art Deco Group organises the film premiere of "Newest City", along with a public walk which attracts 1100 people, establishing that there is a significant degree of interest in Art Deco Napier by local people

Magazine articles begin to appear in New Zealand.

NZ Historic Places Trust designates central Napier a Heritage Area.

American TV crew films Art Deco.

Regular Guided Walks begin on Sunday afternoons in summer.

1986

Merchandising begins with tee shirts

The demolition of the UFS Dispensary is opposed by the Art Deco Group. It's unsuccessful, but the building which replaces it is the best example yet in Napier of a new interpretation of the Art Deco style.

1987

The Art Deco Group incorporates as the Art Deco Trust.

Responding to the Trust's activities, the Napier City Council discusses proposals to encourage preservation.

Restoration of buildings becomes apparent.

Sunday Guided Walks now held year round.

"Art Deco Napier - Styles of the Thirties" is published by Reed.

Trust opposes AMP Tower Block proposals with considerable public support.

NZ Historic Places Trust upgrades classification on several buildings to 'B' (now Category 1).

Trust presents submission to Napier City Council on the identification of the Heritage Area.

1988

Bank of New Zealand and Hotel Central under threat

The Hastings District Council, aware of the progress of heritage marketing in Napier, announces the adoption of Spanish Mission theme in Hastings

The Trust publishes an Art Deco Napier promotional leaflet

Annual Art Deco Awards introduced

The Trust publishes the Art Deco & Spanish Mission Tour Guide

Trust President visits and lectures to Art Deco Societies in USA

1989

First Art Deco Weekend held

Napier City Council Inner City Working Party recommends District Scheme changes to encourage preservation

Mid-week Guided Walks begin

Trust receives Ministry of Tourism TFD Grant for inner city enhancement, which it pays over in stages to Napier

City Council to pay for aspects of Emerson Street revamp

Hotel Central saved by Countrywide Bank

NZ Historic Places upgrades more classifications

Trust publishes "The Deco Echo", a lift out in Napier's community newspaper, as an educational exercise for locals

Local Body elections - virtually all Napier candidates support Art Deco preservation

1990

Second Art Deco Weekend held - much bigger than the first

NZ Historic Places Trust upgrades more classifications

Thackeray House demolished for a supermarket

Repainting has caught on - Napier City Council announces Art Deco Improvement Grant scheme

Napier City Council decides on Art Deco theme for Emerson Street mall

Second edition of "Art Deco Napier" published

Articles appearing in overseas magazines

Bars and restaurants starting to refurbish in Art Deco style

Walk numbers up (as usual)

Wine Glass Wanders and Deco History Tours introduced - eventually lapse in favour of the basic Art Deco Walk

1991

Napier represented at First World Congress on Art Deco at Miami Beach

Third Art Deco Weekend - bigger and better

Marine Parade Sunbay demolished and rebuilt by Rotary Club of Napier

Emerson Street mall development begins, first stage opened

Trust begins payment of TFD Grant to Council for Emerson Street development

Trust commissions mural in Market Street

New York Times Sunday Edition publishes two-page feature on Napier

The Trust becomes more active in Hastings -and publishes Hastings Walk Guide.

The book "Spanish Mission Hastings" is published.

"Destination Art Deco Napier" poster published with help from the Heritage Fund

Napier District Scheme changes completed, providing the first Council protection of Art Deco and initiatives to encourage Art Deco preservation

'Art Deco Inventory' of Napier's Art Deco buildings compiled

1992

Grant from G W Malden Trust enables Trust to publish 6 postcards – our first really profitable product.

Emerson Street development completed

Architectural Heritage HB formed in Hastings – Hastings Guided Walks trialled

Trust prepares Tourism Business Plan and successfully requests funding from Napier City Council

Executive Director appointed - the Trust becomes a full-time operation

Trust establishes fully equipped operating base and information/resource centre in Desco Centre

The Art Deco Shop opens in December

Daily Telegraph publishes "Discovering Art Deco" as a gift to the Trust

Volunteer shop staff and more Walk Guides recruited and trained

Fourth edition of "Take a Walk" leaflet published - 20,000 copies (57,000 published to date)

Napier City Council implements District Scheme changes to encourage Art Deco preservation

First full-colour promotional brochure printed

Guided Walks offered daily in summer for first time

Napier City Council publishes Art Deco Design Guide

1993

Three major building restorations completed -

- ASB Bank restores former BNZ Building
- Callinicos Gallagher restore Old AMP Building
- Byron & Alice Buchanan remodel upper floors of A & B Building

Trust represented at Second World Congress on Art Deco in Perth

Art Deco Weekend sponsored by Ford, with high quality programme, poster and advertising

Trust prepares Tourism Marketing Plan

Trust engaged to offer walk/tours to passengers on seven visits by MV Marco Polo in 1994

Range of Art Deco related merchandise increases markedly as The Art Deco Shop expands

Trust employs full-time assistant

Trust membership increases rapidly

Trust wins Cultural Heritage section of New Zealand Tourism Awards

1994

Trust provides tours for seven visits of MV Marco Polo

Shop income in first four months up average of 50% above last year

International coverage continues with major articles in UK publications

Equivalent advertising value of magazine and TV coverage over past year equals \$208,000

"Edifice" screened on NZ TV, describes Napier as New Zealand's most significant heritage treasure

Third edition of "Art Deco Napier" published

Guided walks numbers 102% up on previous year

Ellison & Duncan facade moved to new location, with cooperation between City Council and developer

Vintage Car Tours introduced by independent operator in summer – eventually lapse

The Art Deco Weekend becomes one of Hawke's Bay's big three tourism events, with the *Mission Concert* and *Harvest Hawke's Bay*

Trust wins Best Small Event in NZ Award at NZ Events Marketing & Management Conference for Ford Art Deco Weekend

1995

By January, 57 articles about Napier known to have been published overseas

The 8th Art Deco Weekend is judged a resounding success by the local newspaper and the public

The Art Deco Trust celebrates its 10th birthday with a Family Walk that attracts over 800 people

The County Hotel opens, marking a new standard in the adaptive reuse of a building that had once been considered worthless

Art Deco Trust representatives attend *World Congress on Art Deco 3* in Brighton, England and secures the Fifth World Congress for Napier in 1999

Trust republishes its 'Art Deco Tour Guide' to Napier and Hastings in full colour

Trust published the fourth edition of the 'Art Deco Walk' guide in a new design in full colour

Trust publishes German translation of the Art Deco Walk guide in Desktop form

Art Deco Napier goes on to the Internet

Bertie makes his first appearance as Napier's Art Deco personality

Trust completes production of *Art Deco City* - a 20 minute educational video

1996

Trust submits proposals to the Napier City Council for signage controls in the Central Business District, and planning requirements in the suburb of Marewa

McDonald's announces that the Taradale Hotel will not be demolished for a new restaurant but will be preserved and refurbished as the McDeco McDonald's

Trust publishes the 'Marewa Meander' guide to Napier's Art Deco suburb

Trust publishes Schools' Education Pack

Trust revises the Napier City Council's Art Deco Design Guide

Art Deco Trust's own web site is opened

Trust begins joint marketing thrust with three other top Hawke's Bay tourist operators under the name *Hawke's Bay Magic Attractions*

1997

Trust publishes the Art Deco Walk leaflet in German

Trust's 1992 Business Plan revised

Trust presents the Bloom's Art Deco Garden trophy to the City Council to encourage the restoration and creation of Art Deco gardens in Marewa

Demolition of the Gospel Hall church in Carlyle Street is the last Art Deco building to be lost.

Merchandising overtakes public funding as the Trust's chief source of income

Trust announces Brebner Print Ltd as new naming rights sponsor for Art Deco Weekend

Nine Trust representatives attend the Fourth World Congress on Art Deco in Los Angeles

1998

Guided Morning Walks introduced and continued daily until May
Daily afternoon walks continued until May
The Trust publishes a new 'Heritage of Hastings' brochure
Reprint of 30,000 Art Deco Walk leaflets brings total published to 110,000
Daily walk programme for 1998/99 extended to two walks per day for over 7 months
Trust publishes first two of three books - '*The Hawke's Bay Earthquake*' & '*The Art Deco City*'
Fourth edition of "Art Deco Napier" published
Trust wins Enterprise Section of Hawke's Bay Chamber of Commerce Business Awards
Trust introduces on-line shopping at The Art Deco Shop
Equivalent advertising value of magazine and TV coverage over past year equals \$608,000

1999

Trust stages Fifth World Congress on Art Deco, with 200 people attending
Brebner Print Art Deco Weekend sets new record for attendances and makes profit for second consecutive year
Trust publishes third book in trilogy - '*The New Napier*'
Art Deco Shop expands again
Trust wins Tourism Section of Hawke's Bay Chamber of Commerce Business Awards
Trust wins the Best Large Event Section, Central Region at the NZ Events Marketing & Management Conference for Brebner Print Art Deco Weekend
Estimated total number of Art Deco Walkers to date is 145,600

2000

The Art Deco Walk leaflet enters its 7th edition as a booklet, with more information, more photos and an improved layout
Art Deco Tour self-drive guide reprinted in 3rd edition
Year-round daily guided walks introduced
Art Deco Trust carries out major expansion of premises to accommodate growing numbers of shoppers and Art Deco Walkers
Trust is New Zealand winner of British Airways Tourism for Tomorrow Awards

2001

The Art Deco Shop sets a new record for one day's sales, of over \$8000
The Trust conducts 429 people on Art Deco Walks in one day, a new record
At Tulsa, Oklahoma, following the 6th World Congress on Art Deco, the Art Deco Trust takes on the role of Facilitator Society for the International Coalition of Art Deco Societies for the next two years
Premises upgrades completed with installation of automatic entry door and extensions to public toilets to accommodate bus tour groups
Part-time Public Relations Officer appointed, to manage advertising and promotion and to liaise with building owners over presentation and preservation issues
New 10 year Strategic Plan completed
'Impressions Gold', the Japanese magazine for American Express Gold Card holders, publishes a 12 page cover story on the Art Deco Weekend with an Equivalent Advertising Value of nearly half a million NZ dollars
The Trust attends the TRENZ travel trade show in its own right as an independent operator (instead of attending as part of the HB Magic Attractions Group)
Brebner Print Art Deco Weekend wins the Tourism section of the Hawke's Bay Chamber of Commerce Business Awards
The Trust publishes 'Images of Hawke's Bay', a full colour 64 page photographic book, in association with Hawke's Bay Today
New Napier City District Plan released with new provisions for Art Deco preservation, incorporating many of the ideas submitted by the Art Deco Trust

2002

Brebner Print Art Deco Weekend breaks all attendance records, stretching Napier's facilities to the limit
'The Art Deco House', published in the UK and USA. It contains a chapter on Marewa and one on the Atkins House in Hastings, both supplied by the Trust
The Copas family donates a 1939 Austin 16 saloon for use as a Trust courtesy car and promotional vehicle
Trust publishes a second edition of "The Deco Echo" (first published in 1989), a lift out in Napier's community newspaper, as an educational exercise for locals
Trust publishes the fifth edition of "Art Deco Napier – Styles of the Thirties" by Shaw & Hallett

2003

Trust expands again to occupy the entire ground floor of Deco Centre
Schools Education Programme expands rapidly, attracting schools locally and from outside Hawke's Bay
The iconic Daily Telegraph building's interior is restored by Pat Benson.
Trust mounts its first winter Art Deco Weekend, *Deco Decanted*
'The Modern Garden' published in the UK features photos of Marewa gardens, supplied by the Trust
The Art Deco Trust is featured in a National Radio series about New Zealand's heritage revival and in *Business Class*, a TV series about tourism
Hawke's Bay is selected as one of five regions to receive Government funds to develop cultural tourism because of its leading position as a cultural tourism destination

2004

Prime Minister Helen Clark visits the Trust during Art Deco Weekend
Trust collaborates with Bertie to operate a vintage car tour
Architectural Digest runs a six page feature on Napier
The New York Times publishes its second major article (first one in 1991) about Art Deco Napier in the travel section of its Sunday magazine. The feature is reprinted in the International Herald Tribune in Paris.
The Trust collaborates with the Napier City Council in carrying out a major revision and expansion of the Art Deco Inventory, the register of 1920s and 1930s buildings in Napier.
The Trust announces that it will stage a major event to commemorate the 75th Anniversary of the Hawke's Bay Earthquake in February 2006.

2005

Napier's Art Deco Quarter is one of six potential World Heritage Site candidates being considered for submission by the Department of Conservation.
CNN's Design360 programme featuring Art Deco Napier screens worldwide into 130 million homes.
The Trust's turnover exceeds \$1 million for the first time.

2006

The Trust stages the Hawke's Bay Earthquake Commemoration to mark the 75th anniversary of the event. This involved events being organised from Wairoa to Waipukurau.
The Trust's collection of Art Deco rugs, inspired by Napier motifs, attract good sales.
The Trust publishes the second edition of "Spanish Mission Hastings".
The Trust's turnover for the year 2005/06 is \$1.6 million.
The Trust receives Qualmark accreditation.
The Trust reviews its Strategic Plan.
The Trust commissions an Economic Impact Study which reveals that the Art Deco tourism has a direct economic impact is \$11 million and an indirect/multiplier of \$12 million – total of \$21 million.

2007

Napier's Art Deco Quarter is ranked third on a New Zealand Tentative List of sites for submission to the World Heritage Committee for consideration for World Heritage Site status.
The Trust commissions Octa Associates to review the Trust's operation to assist with forward planning.
The Trust expands, taking over space in an adjoining building at Deco Centre for the Events Office.

2008

2008 GEON Brebner Print Art Deco Weekend exceeds the huge 2006 Weekend in size.
The Trust again reviews its Strategic Plan.
Executive Director Robert McGregor retires and takes up the position of the Trust's Heritage Consultant.
Stuart Nash appointed new Chief Executive.
The Trust publishes the 6th edition of Art Deco Napier.
Lonely Planet lists Art Deco Weekend as the only New Zealand event in its International Events Guide.
Stuart Nash resigns to become a Labour list MP.

2009

Margot Minétt is appointed Chief Executive.
150th Art Deco rug sold since the introduction of the range in 2004.
42 cruise liners visit Napier in the 2008/09 summer season.
Margot Minétt resigns.
Computerised point-of-sale system introduced for the Art Deco Shop.

2010

Sally Jackson appointed General Manager.
Over 200 Art Deco rugs sold at end of August, 76% of them to overseas buyers.
The Trust celebrates its Silver Anniversary – 1985-2010.
Prime Minister John Key opens GEON Art Deco Weekend.
Membership stands at 1148.

2011

Trust commemorates 80th anniversary of the Hawke's Bay Earthquake prior to GEON Art Deco Weekend.

Prime Minister John Key opens GEON Art Deco Weekend - again.

The Trust provides walks and tours for 47 cruise liners visiting Napier in the 2010/11 summer season.

GEON Art Deco Weekend programme contains almost 200 events.

The Trust recognises the Napier City Council's support of the Trust over 25 years with a special award.

The Department of Conservation releases a report assessing Napier's outstanding universal value by Dr Iain Lochhead which it commissioned in 2009. The report does not support Napier's case for recognition of World Heritage Site.

The winter Art Deco event is remodelled and renamed DIY (Do It Yourself) Deco and proves to be successful.

2012

The effects of the Christchurch Earthquakes of 2010 and 2011 are felt in Napier, as elsewhere in New Zealand, with the strengthening requirements of non-complying buildings resulting in the threat of demolitions.

The Trust moves to new premises at No 7 Tennyson Street in September, resulting in larger spaces for the shop and offices, close to the Marine Parade, the *i* Site and the Hawke's Bay Museum.

The Trust organises a public meeting with invited speakers to report on the danger from earthquakes to which Napier's Art Deco buildings are exposed.

2013

The Trust stages the 25th Art Deco Weekend, to record numbers and with record tickets sales, in spite of the downturn in the economy which affects other local events.

Tremains Real Estate becomes the new Art Deco Weekend sponsor.

The Ministry of Business Innovation & Employment awards the Trust a grant of \$530,000 over two years for the international marketing of the Tremains Art Deco Weekend.

The Trust's retail turnover increases 14.25% over the previous year, totalling \$690,420.

The Trust's turnover reaches \$1.7 million.

Napier (jointly with Fiordland) is rated the New Zealand's most popular cruise liner destination.

2014

The Trust's turnover reaches \$2 million.

A new Economic Impact report on the Tremains Art Deco Weekend reveals an impact of \$8.77 million on the Hawke's Bay region.

H B Toyota sponsors the provision of a car for the Trust's use.

2015

The Trust celebrates its 30th anniversary.