

MATAI MOANA

Te Taumata o Te Motu Kairangi

Cultural Design Approach

Released under the provision of
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MANA WHENUA

Te Āti Awa ki Taranaki Whānui

Cultural Design Approach

Len Hetet December 2022

Mana Whenua Aspirations

Mana Whenua Aspirations are a stepping stone to values and principles being translated in a thoughtful and enduring way for a built environment.

Te Āti Awa tupua rau
He auripo i te manga iti,
he auripo i te manga nui
He kaitiaki ki te whenua

Te Āti Awa of many phenomenon
Like the many swirls in small
and great water tributaries
There are many guardians
and protectors on the land

If the water is moving , then there is life and the land will reciprocate with life

If the water becomes still then all will die.

As guardians we are responsible for keeping the waters moving, the land nourished

For the future generations.

Mana Whenua Design Aspirations

To create a legacy to be admired, celebrated and cultivated further for the prosperity of our future generations.

Setting goals and expectations which will ensure that we are driving towards new heights of growth and development in a way that intimately builds on our identity as Taranaki Whānui

To ensure that Matai Moana embraces the presence of Te Ati Awa Taranaki Whanui, to maintain prominence, guardianship, culture and identity of the surrounding whenua, awa and moana.

To connect our history, tell our stories, embed our whakapapa and give heed to the values, protocols and practices of our people. These are the building blocks that will assist us as we respond to the changing needs of our whānau, whether it is in health, education, housing, identity or our natural environment.

To create spaces that reflect who we are as Mana Whenua Te Ati Awa Taranaki Whanui with a view that the survival and revitalisation of our identity and culture into the future is paramount.

Our Whenua

Connect
Revitalise
Grow
Teach
Learn
Sustain
Utilise
Acknowledge



Our Moana

Vitality
Nuture
Spiritual
Peace
Pure
Respect



Our Awa

Tranquil
Serene
Joy
Signs
Sacred
Power



Our Uri

Empower
Unity
Iwi
Hapu
Whanau
Marae
Aroha
Respect



Mana Whenua Values

Mana Whenua values have informed the development of earlier Māori design principles through projects undertaken within our Taki wā (region). These process-oriented values have provided the foundation for, and underpin the application of the outcomes that guide our aspirations and expectations, create a foundation on which the intangible impacts of the project can start to be assessed, and provide a mechanism for Mana Whenua Te Ati Awa Taranaki Whānui interests to be provided for. These values link to our connection to the environment in both a physical and spiritual way which guide our behaviours to protect and care for our environment.

- **Rangatiratanga:** The right to exercise authority and self-determination within one's own iwi / hapū realm
- **Kaitiakitanga:** Managing and conserving the environment as part of a reciprocal relationship, based on the Māori world view that humans are part of the natural world
- **Manaakitanga:** The ethic of holistic hospitality whereby Mana Whenua have inherited obligations to be the best hosts they can be
- **Wairuatanga:** The immutable spiritual connection between people and their environments
- **Kotahitanga:** Unity, cohesion and collaboration
- **Whanaungatanga:** A relationship through shared experiences and working together which provides people with a sense of belonging
- **Mātauranga:** Māori / Mana Whenua knowledge and understanding
- **Ranginui:** The connection to the various spiritual realms of the great and vast heavens, the source of light and energy, growth and ultimate link to the celestial family
- **Mouri:** The living relationship between the forests, the cliffs, the waterways and everything that lives within these environments have their own individual and interdependent vitality
- **Wai Tai, Wai Māori:** The connection between the springs, streams, aquifers, rivers and all waterways that bring with them their life, vitality and actions of elemental force which eventually combines at the edge of Hinemoana (The great ocean deity).
- **Ahua:** The character is seen, the beauty, the mystique, the wonder, the wild and rawness – the identity endures beyond the present through capturing and captivating the hearts and minds.
- **Tatai Whakapapa:** The history, the connections, the relationships and friendships – they shape the land and the people
- **Whānau:** The care of people is embedded in the identity, seeking to ensure a strong sense of connection, imbuing a strong sense of responsibility towards Maori knowledge, practises and protocols.
- **Mana Whenua:** Seen as a living piece of the identity of Mana Whenua who take pride in a space and place, taking on the obligation of care, responsibility and giving life to its history and story.
- **Papatūānuku:** The mountains, the cliffs, the landforms, the small water tributaries and large oceans and lakes and to all forms of flora and fauna – they all need each other to exist.

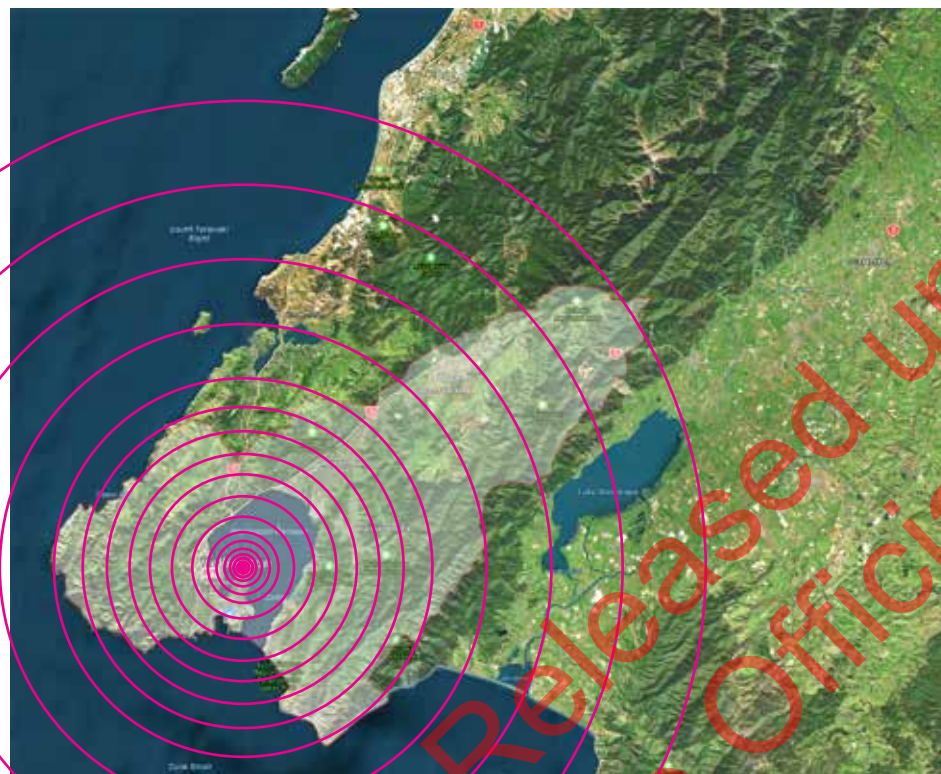
Mana Whenua Principles

Principles	Outcome	Attribute
Ahi kā	To uphold the unique and fundamental role that mana whenua maintain across Te Whanganui-a-Tara	Acknowledge the presence of mana whenua of Te Whanganui-a-Tara and support our ability to maintain prominence throughout our area of guardianship through partnership with mana whenua in all aspects of the project.
Muka Tangata	To recognise people as unique strands of interwoven fabric	<ul style="list-style-type: none"> Supporting staff who are mana whenua to be leaders and decision makers, recognising the unique perspectives they bring. Supporting staff who are not mana whenua to engage with mana whenua and providing opportunities for staff to develop their own capabilities within Māoridom. Developing relationships between individuals, agencies and mana whenua that extend beyond a single project.
Pūmanawa	To use skills and knowledge for the benefit of the collective	Recognising the importance of skills and knowledge of mana whenua within the collective whole and providing mana whenua individuals with support and opportunities to develop, share and demonstrate their skills and knowledge.
Whakatauira	To lead by example	Creating a positive culture, where interactions between all, are meaningful and open to alternative ways of working that are reflective of mana whenua principles, kawa and tikanga.
Mana	The mana of iwi and hapū as Mana Whenua is recognised and respected	<ul style="list-style-type: none"> Recognises The Treaty of Waitangi and the Wai 262 Ko Aotearoa Tēnei framework for Treaty Partnerships in 21st Century Aotearoa New Zealand as the basis for all relationships pertaining to development. Provides a platform for working relationships where Mana Whenua values, world views, tikanga, cultural narratives, mātauranga and visual identity can be appropriately expressed in the design of the built environment
Whakapapa	Māori names are celebrated, both traditional and new	<ul style="list-style-type: none"> Recognises and celebrates the significance of Mana Whenua ancestral names Recognises ancestral names as entry points for exploring and honouring tūpuna, historical narratives and customary practises associated with development sites and their ability to enhance sense of place connections Recognises importance for Mana Whenua of continuing to develop their cultural landscapes through naming of contemporary features
Taiao	<p>The natural environment is protected, restored and/or enhanced.</p> <p>To recognise the role of people as an essential piece of the environment that we have an obligation to protect.</p>	<ul style="list-style-type: none"> Understanding the important role of mana whenua as kaitiaki and actively avoiding or mitigating the impacts of the activities on Te Whanganui-a-Tara - consideration of and for the environment is integral to everything we do. Sustains and enhances the natural environment. Local flora and fauna which are familiar and significant to Mana Whenua are key natural landscape elements within urban and / or modified areas. Natural environments are protected, restored or enhanced to levels where sustainable Mana Whenua harvesting is possible.

Mauri Tū	Environmental health is protected, maintained and / or enhanced.	<ul style="list-style-type: none"> • The wider development area and all elements and developments within the site are considered on the basis of protecting, maintaining or enhancing mauri. • The quality of wai, whenua, ngahere and air are actively monitored through both mātauranga and western scientific methods and frameworks. • Water, energy and material resources are conserved, remediated and re-used • Community well-being and resilience is enhanced . • Climate Change implications of developments are considered.
Mahi Toi / Taonga	Iwi/hapū narratives are captured and expressed creatively and appropriately.	<ul style="list-style-type: none"> • Ancestral and contemporary names, local tohu (Mana whenua significant sites and cultural landmarks are acknowledged) and iwi/hapū narratives are creatively inscribed into the design environment including: landscape; architecture; urban design and art . • Iwi / hapū mandated design professionals and artists are appropriately engaged in such processes enabled through development procurement.
Tohu	Mana Whenua significant sites and cultural landmarks are acknowledged	<ul style="list-style-type: none"> • Acknowledges a Māori world view of the wider significance of tohu / landmarks and their ability to inform the design of specific development sites • Supports a process whereby significant sites can be identified, managed, protected and enhanced • Celebrates local and wider unique cultural heritage and community characteristics that reinforce sense of place and identity, both traditional and contemporary.
Tongi	a sense of place	Designs need to recognise the city's natural heritage and reconnect people to nature and present-day environmental concerns.
Pungao Ora	energy	<ul style="list-style-type: none"> • Natural energy that sustains our environment • Restore the health of earth mother and sky father • Restore healthy relationships between people and the natural realms.
Hau Ora	optimising health and wellbeing	<p>Green spaces Medicinal plants and food resources Encourage physical activity and well being.</p>
Whakamahitanga	use of materials	Designs need to encourage the use of low-energy, sustainable and recycled materials and methods.
Arotutuki	ongoing monitoring of design & outcomes	Keep mana whenua informed of the various stages of design, production and construction.

A sign of success is when we as
Māori are able to see ourselves reflected
in a variety of ways within urban spaces.

From the peak of Matai Moana
We the guardians of Te Whanganui a Tara
Call upon you the father of winds
To carry within your belly
The warmth of our home fires
To all corners of our lands



Matai Moana Cultural Design Process

- The cultural design process needs to visually translate and conceptualise the core values of Mana Whenua into cultural design themes.
The core values are:
 - **Te mouri o te whenua (taiao):**
We protect and enhance our whenua, moana and awa for generations to come.
 - **E kore te uku e piri ki te rino, ka whitingia e te rā ka ngahoro:**
We are steadfast and unwavering in upholding our tikanga and kawa.
 - **Kia mou ki tō Taranakitanga:**
Our culture, language and identity is celebrated and demonstrated in all that we do.
 - **Te Kahu o te Raukura:**
We are guided by the philosophies of the raukura, aroha & rongomau.
 - **Poua ki runga, poua ki raro mai i te whenua ki te rangi:**
Our whakapapa connects all of us.
- Once the core values and narratives have been conceptualised then working with all teams to articulate and integrate the themes into the overall design process can start.
- To embed the core values, narratives, cultural design themes and considerations into the overall design process.

Matai Moana Design Considerations

- To acknowledge our Ahi Kā - To visually showcase our ability to maintain prominence throughout Matai Moana and how this space connects to our wider Taki wā (our complete area of guardianship).
- How do we acknowledge our ancestors and history of Matai Moana
- The architecture and landscape has to intrinsically connect people to the land, the harbour and water tributaries.
- To acknowledge areas of cultural significance.
- Consider cultural place making to indicate the main entrance and exit points.
- Consider cultural expression, integration and application to streets and pathways.
- To define commercial and residential boundaries and identify cultural design response to the spaces.
- To recognise our flora and fauna within the landscape
- Explore traditional Maori methods of self sustainable living - gardens, farming, rongoa, kai moana, kai awa
- To ensure Mana Whenua are included in the communication and marketing strategies.
- To keep Mana Whenua updated on all stages of design.
- To identify areas within Matai Moana that acknowledge Mana Whenua papakainga.
- To differentiate the intrinsic connection of papakainga to Maori versus the legal and commercial benefits of being a papakainga.

NOTE: THE DESIGN PROCESS WILL ACKNOWLEDGE AND EMBED ALL TIKANGA, KAWA, KNOWLEDGE SYSTEMS, VALUES AND PRINCIPLES THAT ARE PARAMOUNT TO MANA WHENUA AND ALLOWS FOR PAPAKAINGA TO BE ESTABLISHED ANYWHERE WITHIN MATAI MOANA.

Areas for Cultural Design Consideration



Working with Mana Whenua

Ensure early and ongoing engagement with Mana Whenua that brings depth and meaning to the design process and outcomes.

To create positive relationships so that the process of working alongside each other offers a deeper understanding and articulation of Mana Whenua values.

Be conscious of people’s time and capacity to contribute, and ensure everyone benefits from the process

Understand that cultural knowledge and the manner in which it is expressed through design, is governed by Mana Whenua.

**MANA
WHENUA**

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