

Te Tairawhiti Arts Festival

“If this wall could talk”

The Millenium Tile Wall Project 2020

Draft Proposal

April 2020

1 Introduction

- 1.1 This document has been prepared as a proposal for the Te Tairāwhiti Arts Festival with respect to the proposed millenium tile wall digital project. This document has been prepared as a discussion document to further develop a concept and plan around the Millenium Tile Wall and a digital platform.
- 1.2 **Of Place and People - Millennium Tile Wall – If this wall could talk!**
- 1.3 The words, “of place and people”, are key tenets of the Te Tairāwhiti Arts Festival. This project seeks to use this as the basis to present the digital millenium tile wall.
- 1.4 In 1999, a project led by Melodie Crow sought to capture the youth of Te Tairāwhiti at the turn of the millenium. Over 1000 tiles were sent to primary and intermediate schools across the region. All children had one task; to each paint a portrait of themselves onto the tile. The tile would be added to a millenium wall. The wall has been a focal point for people gathering around the marina area and has created much discussion amongst those participants.
- 1.5 In 2020, it will be 20 years since the turn of the millenium and since those portraits were painted. We ask, “if this wall could talk, and these tiles had voices, what would they tell us about who they are and where they are today?”
- 1.6 Given the current state of affairs around NZ and the world, this project is an opportunity to bring together our community and to share. This is about “of place and people”.

2 The concept

- 2.1 The concept is the digital re-creation of the millenium tile wall in 2020. The tile wall will be an online interactive wall for people to connect to and to see. The idea is that the digital tile wall is a space for people to express themselves and for those connected to te Tairāwhiti, whether local, national or international, to reconnect again.
- 2.2 The digital component will seek to find up to 1000 people from the tile wall and seek photos/videos/ images from those people. The idea is that it becomes a memory wall or a space for expression.
- 2.3 We will seek to establish an online space for upload of material including photos, videos etc. A user might go to the digital wall and click on a face. When they click on the tile, the name will appear and if that person has uploaded their image, an image will be brought up. If the person has uploaded a poem, a written piece, a video or other media, this will be uploaded to that tile and people can click on it and find out who these people are and what they are doing/ where they are living now.
- 2.4 People can send through anything they wish (within reason) to be placed as part of their digital tile wall. For example, it could be:
 - a a photo/ selfie of themselves;
 - b a picture taken somewhere in the world of them;
 - c a video/ tik tok;

- d a poem;
- e a song;
- f a video talking about their memories of Gisborne or memories doing the tile wall; or
- g a picture now (hand drawn or painted).

2.5 Anything creative participants can think of, we would welcome. We would also expect a short bio to be included: –name, age, school they went to, where they live now, what do they do.

3 Wider scope/ impact

3.1 The project will seek to engage the community in a project that is uplifting and provides digital connection to the community during this lockdown period. Using Te Tairāwhiti Arts Festival as a platform for expression, this project will seek to capture and share people, views, hopes, connections, aspirations of Te Tairāwhiti while introducing us to a co-hort of people in and from our region.

4 Target audience

4.1 The target audience for this project is the whole community. The target participants for the tile wall is the 26-34 year old age group. The oldest of the co-hort who were part of the tile project in 1999 will be 34 this year.

5 Logistics

Seeking tile wall participants

- 5.1 Critical to the success of this project is seeking participants to be part of the project. We will be reliant on participants sharing their photo or a digital component to be included in the tile wall. Therefore, the logistics will be focussed on connecting and contacting participants through advertising, media and competitions to get interest and engagement in the project.
- 5.2 The logistics for this will be a world wide search as we do not know how many of those participants are still in Gisborne or in the country. Use of social media marketing, local media (radio), national media (television), and competitions is the proposed method of contacting the participants and getting “buy in”.
- 5.3 We would need a media campaign that seeks participants who lived in Gisborne in 1999 and who went to the primary/intermediate schools in the region. We could list the schools as part of this. Potential for a advertising campaign to run on facebook and other social media platforms.
- 5.4 Local media - use of our radio stations to speak/ interview about the project, and to seek their support with potentially running the competitions/ advertising the competitions through the radio stations.

- a NZME

- b Radio Ngati Porou
- c Turanga FM
- d More FM
- e The Edge
- f Radio Kahungunu

Gisborne Herald

- 5.5 Seek support from the Herald for an online article that can be shared

National media

- 5.6 Consider an interview with Breakfast or TV3 to get word out nationally. This will help promote the Tairāwhiti Arts Festival and the project. A media release may have the desired effect of getting attention for follow up interviews.

6 Upload competition

- 6.1 The competition would look to a prize being on offer every week for a set period (maybe 4 weeks) to entice people into sharing a photo of themselves. Proposed prizes include:
 - a Pak n Save food vouchers (\$200 vouchers x 8 = 2 per week)
 - b Digital prizes (like an ipad or iphone)
- 6.2 The digital prize is to entice the youth to participate (i.e. get their parents involved) and the food vouchers are to entice the targeted age range (26-34 year age group).
- 6.3 Consideration to potentially securing additional prizes from other business as part of their support to this fun project is desired. This may be sold as an advertising campaign for them during this lockdown period.

7 School Ambassadors

- 7.1 A potential idea is to find one person from each school and ask them to be the school lead for their school. They would be the ambassador of the project for their school and would rally their peers to send in their pictures/ videos/ uploads. This way we have a face from that era and from that school collecting digital content and getting their group of friends involved.

8 School Support

- 8.1 We can seek the support of schools as they will have connections to current parents and alumni via their online portals and modes. Using the School network will help find participants still in Gisborne and who have children attending a Gisborne School today. Consideration could be given to a school prize to entice people to participate.

9 Upload/ Platform

- 9.1 The upload could happen two ways:
- a via a website upload; or
 - b via email

10 Permissions

- 10.1 We will need to seek permissions from different places including:
- a The GDC for access to the tile wall and use of the images
 - b Melody Craw as the lead/ creator of the wall
 - c Police and others to access it during lockdown
 - d Approvals from participants to upload their image
 - e Consideration of privacy and collection of data/information and use of this

Project

- 10.2 It is uncertain what permissions might be sought but generally we will need support/ guidance from Melody Craw who led the millenium tile wall project. We understand that she has a list of all of the students which will be of use in tracking them all down. We may need approval to take photos of th tiles and the tile wall during this lockdown period. We may also need permission from the Gisborne District Council to undertake this project (an understanding of who owns the tile wall project is paramount to get appropriate approvals and permissions)

Digital

- 10.3 For the online content, we will need to secure permission from the person uploading or sending through the digital content that:
- 10.4 the content is being uploaded by the user or that the person has express permission from the talent to upload
- 10.5 that the user understands that this will be uploaded to a portal for the tile wall project and will be accessible to the public.
- 10.6 This permission could be included as part of the uploading (i.e. a tick box declaration)

11 Work Programme / Budget

- 11.1 A Draft Work programme and budget has been prepared for discussion purposes.