

# **ALL BLACKS EXPERIENCE PRESENTATION**



**WE ARE TEAM**

**WHEAKO**

# **PROBLEM STATEMENT**

# ENTRANCE TICKETING

A conventional ticketing system  
may hinder the consistency of the  
intended experience for the visitors.

# **WAHAROA MANAKITANGA**

**Manakitanga is about welcoming, recognising and hospitality. We think this is a great value to represent, but the Manaakitangi room currently has a cold atmosphere that doesn't represent its namesake.**

# **MARKETING RESEARCH**

**Britomart, the perfect modern day ticketing system. It's accesible because they use self-service ticketing machines, traditional ticketing booths for people not accustomed to the technology and a online top up system for hop cards. This is an elegant solution for a diverse problem.**



**The entrance for existing cultural institutions in New Zealand have a pattern of appropriately setting up their experiences as soon as the visitors arrive. The Auckland International Airport and the Wellington Airport both have Manakitanga room (section) which can indicates the local culture.**





**SOLUTION**

# ENTRANCE TICKETING

A multifunctional ticketing system that allows users to purchase tickets online, at machines on site or through personal on site. this system allows an inclusive and welcoming experience. That is culturally and age accessible for everyone.

Kaitiaki QR Code Ticket Design. This design borrows from the existing symbol used by NZ post as a protector for mail. This, or similar symbolism, can be adapted to protect the visitor holding the ticket.



# KIA ORA

A hongi exchanged between the tour guide and the visitors in this area is an important part of setting up the cultural values of the experience.

# MANAKITANGA

Sounds smell visual and touch elements explored through the entrance and manaakitanga room.

The manaakitanga room will have a carved wooden panel with the names of all the All Blacks that have ever existed. One side of the carved panel will be intentionally left blank and uncarved to give a sense of incompleteness in terms of the history of the All Blacks. It is meant to provide a sense of continuity to both inspire young people to dream of having their names get etched into the monument.

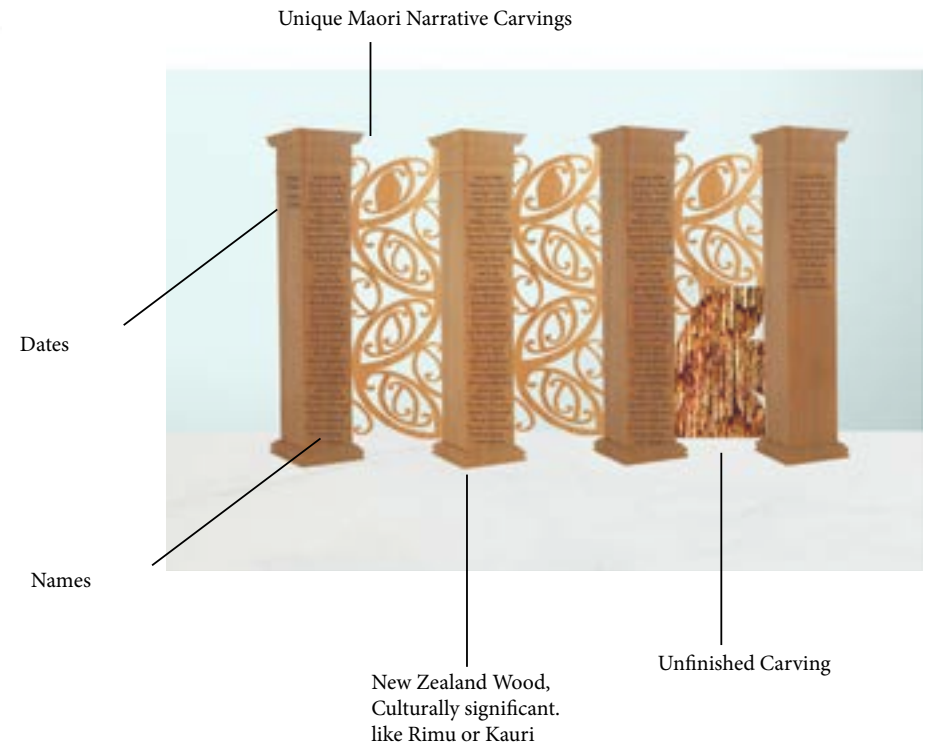
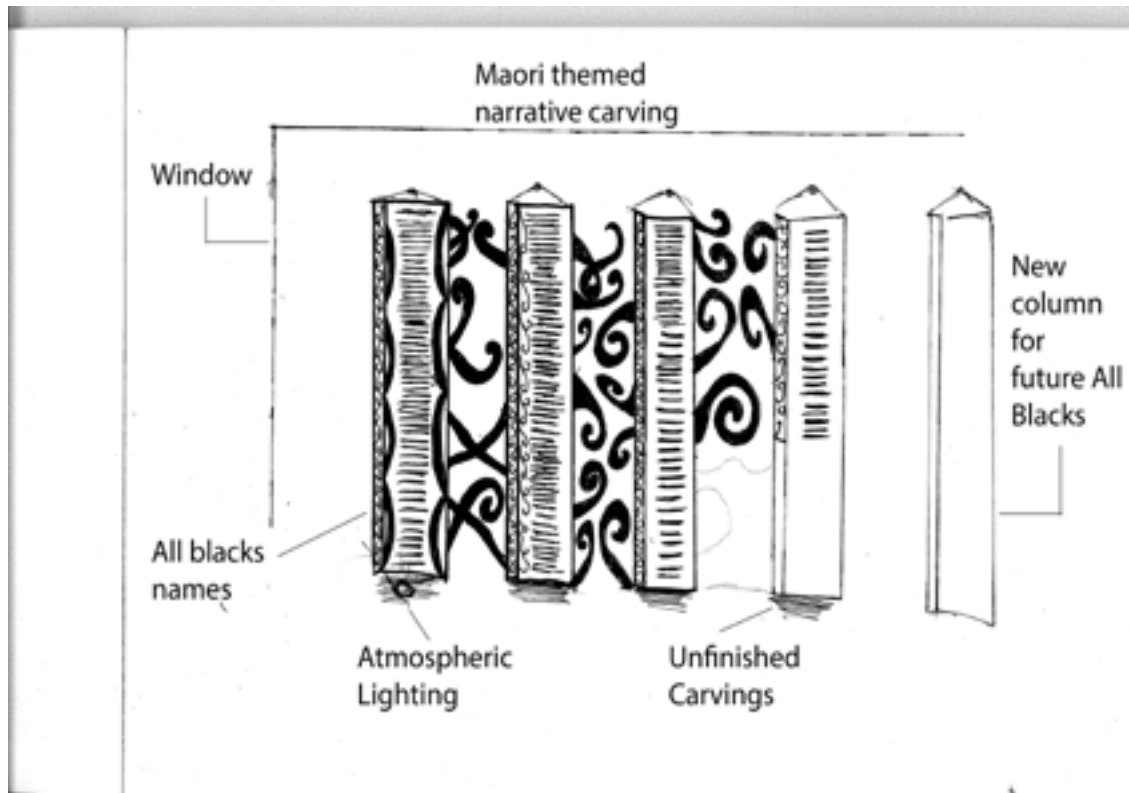
Each time a new batch of names is added into the panel, a wood carver will be provided space to carve their names in front of people to see. A living monument to the All Blacks. This event may be live streamed, turned into a red carpet event, and the people whose names are being carved can be present as it's being done. Similar to the Hollywood 'walk of fame' event.

# CONCEPT VISUALS

# TICKETING QR CODE



# MANAKITANGA WOODEN PANEL



**THANK YOU**