

AUGUST 2021

METHOD

PAIHIA 200TH ANNIVERSARY

Opportunities for Bicentenary Celebrations

Paihia, April 2023

THE OPPORTUNITY

In April 2023, Paihia will host its bicentenary – one of the first towns in Aotearoa to achieve that milestone.

This offers a unique and exciting opportunity to celebrate and share pivotal moments in Aotearoa's history by creating an innovative and engaging immersive experience for visitors to Paihia.

**To showcase the
pivotal moments in
Aotearoa's history
originating from
Paihia.**

OUR VISION FOR PAIHIA

Within the birthplace of Aotearoa's modern history, to create an innovative and authentic opportunity to engage in a unique immersive journey through time and place

THE PAIHIA EXPERIENCE – EARLY BEGINNINGS



Signage
Physical and Visual

Create striking visual way- and fact-finding with an opportunity for a combined physical and digital experience. These signboards will amplify key stops in our walking tour with additional information to delve into using the app.



Walking Tour Companion App
Mobile and Experiential

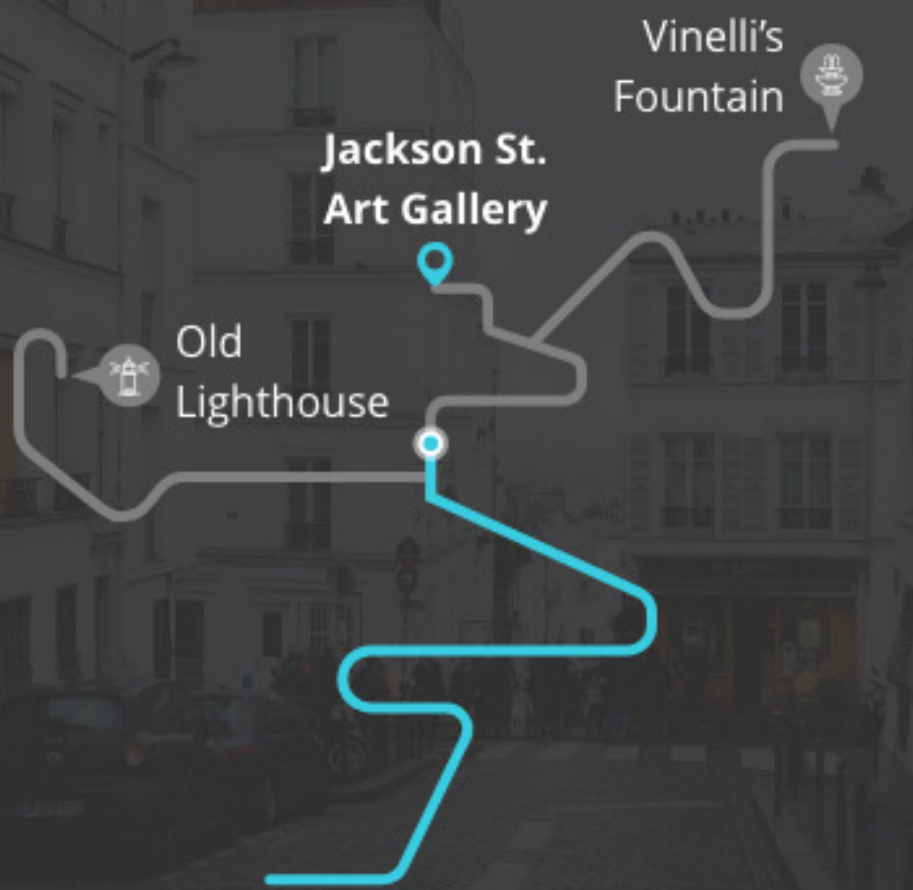
A beautiful way to connect people to place and past. A guided walking tour with hotspots at key locations providing rich media content and insights into the authentic Aotearoa origin story with the opportunity to transform sites back to how they were at significant moments in history.



Church Projection, Light Tour
Awe-Inspiring and Experiential

A stunning event highlight that offers a unique and memorable way to see Paihia in a new light. An artists' collaboration bringing feature lighting to St Paul's Church as the pinnacle, awe-inspiring projection mapped audiovisual experience.

EXISTING EXPERIENCES / EXEMPLARS



KEY LOCATION SPOTS FOR DEEPER ENGAGEMENT AND DIGITAL INTERACTION



CONNECT PEOPLE TO PLACE AND PAST WITH RICH MEDIA AND AR CONTENT



BEAUTIFUL AND IMMERSIVE LIGHT TOUR WITH THE CHURCH AS A SHOWSTOPPING SPECTACLE



The Journey

THROUGH PLACE AND TIME



Missionary Settlement
Patia
Bay of Islands,
N.Z.
March 21 1834

from the original of Lieut. Waore RN,
possession of T.W.R. Busby Esq. Sydney by
Busby for the Wellington, N.Z. (1832.)
Alexander Turnbull Library.

Locations of significance

Williams Museum, Pakaraka

Te Tii Waitangi

Waitangi Treaty Grounds

Williams House and Stone Shed

Village Green

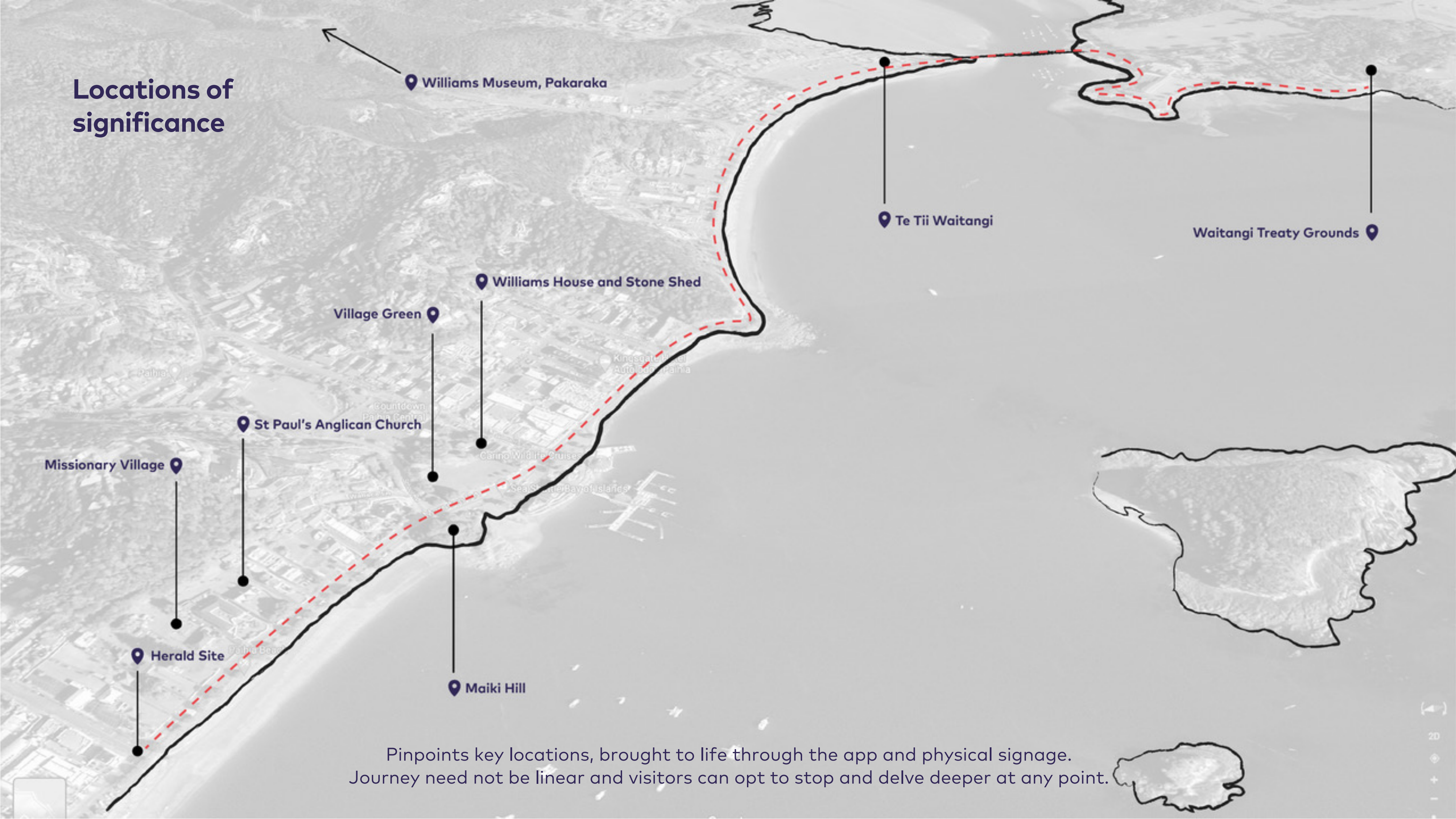
St Paul's Anglican Church

Missionary Village

Herald Site

Maiki Hill

Pinpoints key locations, brought to life through the app and physical signage. Journey need not be linear and visitors can opt to stop and delve deeper at any point.





A variety of signboards to provide more context to the site with extended fact finding. The signboards amplify the walking tour with the ability to delve deeper using the app.



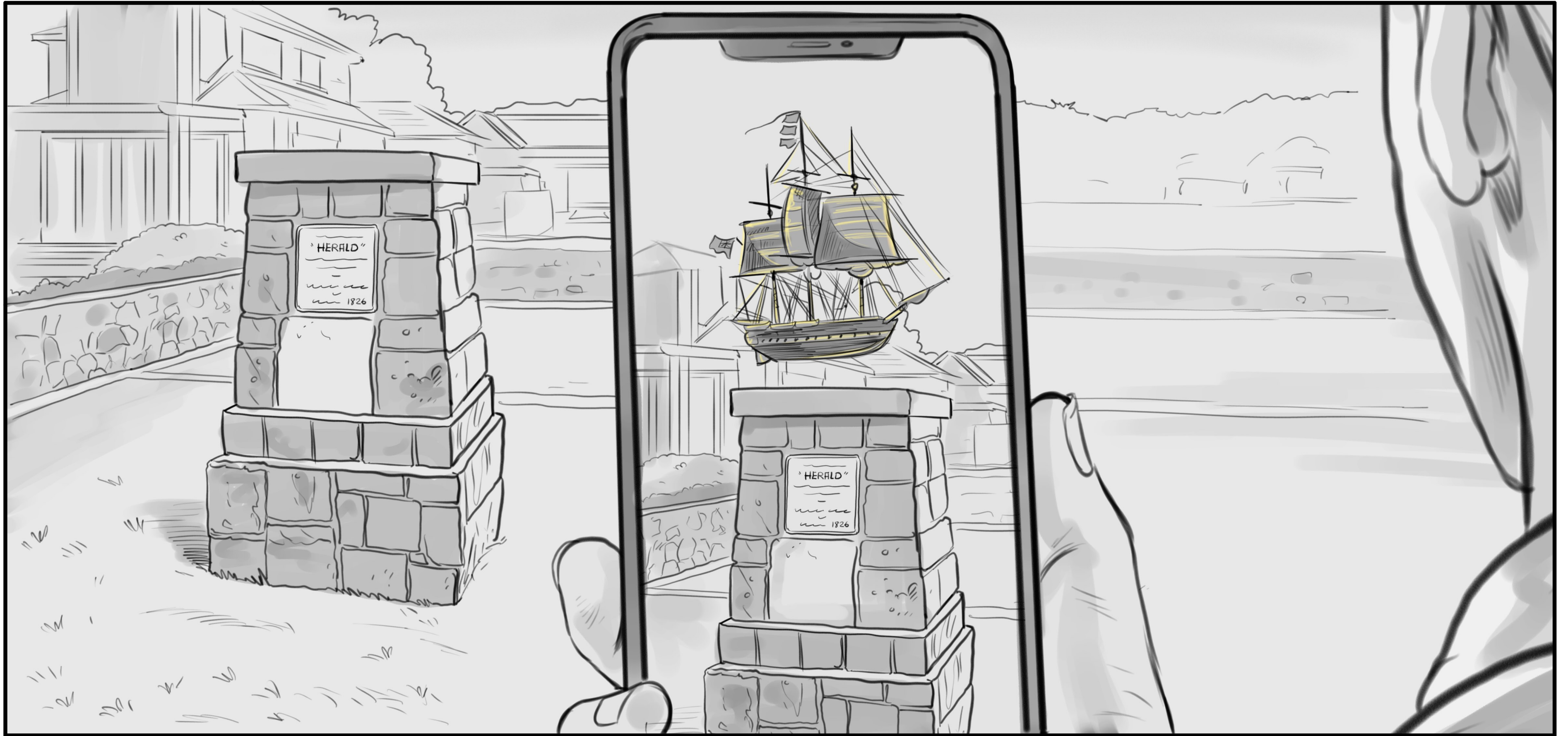
Use the walking tour app to bring back the past and showcase the original Mission site through augmented reality.



Recreate moments from history right before your eyes. The app brings to life important conversations and stories.



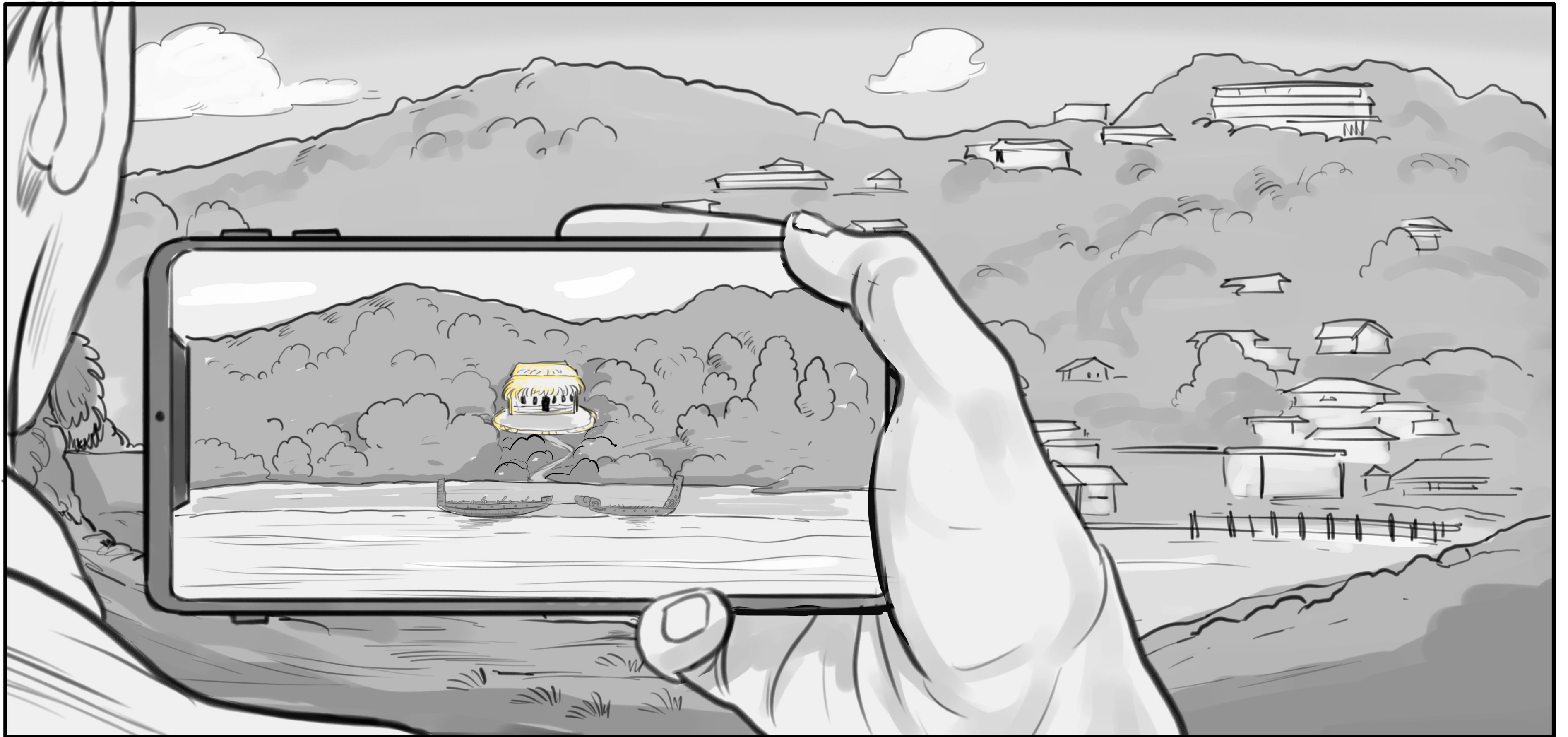
Invite visitors to interact with important monuments and key structures, providing interesting touchpoints throughout their journey.



Showcase immersive content initiated through physical items to surprise and delight visitors while sharing key stories and visual elements.



Connect people to place with an opportunity for visitors to be transported back in time and see the bay like never before.



See how explorers might have viewed Paihia from the vantage point at Maiki Hill.



Create a mesmerising, once-in-a-lifetime experience using the church as our audio-visual storytelling canvas and the highlight of our Light Tour (bicentenary weekend).

BEYOND 2023 – LEGACY DESTINATION

The 200th anniversary event offers an opportunity to create excitement and generate interest for even further immersive experiences leading up to the celebrations of the 200th anniversary of Te Tiriti o Waitangi.

From an immersive microsite to a beautiful interactive virtual reality experience housed in a themed physical building, and additional rich content in the walking tour there are a multitude of exciting ways to connect with our audience beyond 2023.



PROJECT TIMELINE



ESTIMATED COSTS

Physical signage design and printing	\$60,000-\$90,000
- Allowance for 6-8 signs	
- Designed, printed and installed	
Walking Tour with augmented reality	\$160,000 - \$190,000
- App design and development	
- Total of 8-12 hotspots with content to include:	
- 8-10 x text-, image- and audio-based content	
- 2-3 x videos (shot and edited – approx. 30-60 secs per)	
- 3-4 augmented reality experiences	
Light tour and church projection	\$80,000-\$130,000
- 6-8 key tour stops	
- Church projection design, production, setup	
- Light tour design, production, setup	
- Hardware rental	
Virtual Reality experience	\$150,000-\$200,000
- 1-2 key stories created – to be built on for future	
- Hardware and minimal physical space setup	
Disbursements, travel, setup, management (allowance)	\$25,000
TOTAL INVESTMENT	\$475,000-\$635,000

Costs are estimates only and will be refined once details are confirmed. Costs are in NZ\$ and exclude GST.

OUR TEAM – PAIHIA HISTORICAL LEGACY SOCIETY

The Paihia Historical Legacy Society was incorporated in 2020.

The principal objective of the Society is to increase public understanding of the formative Pākehā-Māori relationships established at Paihia through the work of members of the Church Missionary Society at Paihia during the period 1823 and 1840. Through doing this, the Society seeks to contribute to a shared understanding between Māori and Pākehā New Zealanders of the meaning, significance and importance of the Treaty of Waitangi 1840 in the context in which it was created.

The Society has a diverse membership comprising representatives of mana whenua and the local community as well as descendants of the CMS missionaries, Henry and William Williams, who established the Mission at Paihia in 1823.

OUR TEAM – METHOD

Method is a creative experiences studio focussed on creating genuine connections with people. We merge creative tech, visual and interactive design to create beautiful and engaging stories and experiences. Our aim is to inspire awe through memorable interactions. We create rich and immersive experiences that surprise and delight audiences while offering them an opportunity to connect with genuine stories and each other.

We are constantly pushing the boundaries and exploring the unimaginable. We are a group of storytellers, artists, and technologists with the expertise and diverse skillset to deliver awe-inspiring experiences with proven success.

For more information visit: www.method.digital

NGĀ MIHI

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