

Value of innovation and preservation noted in winning logo

Museums Aotearoa



AND THE WINNER IS:

A bicultural feel delivered with clarity of design helped Wade Manson win the Museums Aotearoa logo competition, says Tairawhiti Museum director David Butts, one of four judges for the event.

CULTURE

by Kristine Walsh

THERE'S a lot you can cram into one little logo, says Gisborne graphic designer Wade Manson. And that's just what he has done with the logo he designed for the 2009 Museums Aotearoa Conference, which will next month be hosted by Tairawhiti Museum.

Manson was this week named the winner of a competition the museum ran, in which it invited local designers to submit their ideas.

The result is that his logo will adorn everything from conference t-shirts to promotional material, providing exposure for his design business Flare Media.

Manson says he wanted to create a clean, contemporary look that drew on the philosophies of both Museums Aotearoa and the theme for its annual get-together, "culture, access and innovation".

To do so, he incorporated three koru-shaped elements that represent the core concepts of birth, life and death.

"Museums today are lively, modern institutions but the 'death' line is longer because I wanted to show the importance of their role in the preservation of the past," said Manson (Bachelor of Media Arts).

The use of Maori design concepts acknowledges museums' increasingly bicultural role, he added. "And the block form of the logo gives that sense of an organisation that, though structured, is made up of interconnected elements."

The logo will be officially launched at a function at Tairawhiti Museum on April 15, the first day of the conference that is expected to draw over 100 museum professionals to Gisborne.

It comes at a busy time for local staff who, as well as planning for the conference, are also working on the substantial Watershed

installation, which will be opened on March 28.

National and international speakers will lead discussions at the conference, where the focus will be on how museums can use collections effectively, providing access to diverse audiences through traditional and innovative means.

Delegates will divide their time between the museum and alternative venues the Emerald Hotel and Whangara Marae.

And Tairawhiti Museum director David Butts believes the institution he leads stands to benefit most from the event.

"It is a wonderful opportunity to have our professional colleagues see first-hand what we do, to offer comment and to share ideas," he said. "You can always learn from what other people are doing."

■ The 2009 Museums Aotearoa conference will be held in Gisborne on April 15, 16 and 17.