

## Add Your Name, to a Spectacular 'Memorial Wall'

### The Art Mural on Te Awahou Nieuwe Stroom – in Foxton

#### Add Your Name to Our Art Mural

At the 2021 Big Dutch Day Out – some 80 families and businesses added their name to a unique, brilliantly colourful Art Mural on the outside wall of the Oranjarahof museum in Foxton.

As part of our 2022 *grote feest*, we want to offer up the very last 30 or so spots for Sponsorship.

You can now add your family's name – or any name you choose, like children or grandparents, or your business – next to the Art Mural.

World-renowned Dutch Mural Artist, Jan van der Ploeg (in Amsterdam), has designed the colourful Wall Painting – some 40 metres long and 4m high.

We have two spots left for Major Sponsors (\$5,000 each). Plus, we're creating a new panel for 30 more individual Sponsor Names (\$250).

***Add your own name – or someone else's – to our Memorial Wall. And you'll be in great company!***



#### An Exceptional Place

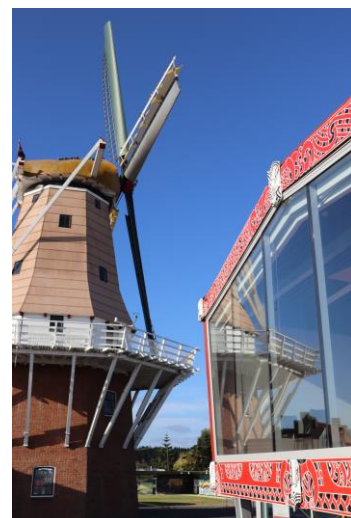
Almost every visitor who walks into Te Awahou Nieuwe Stroom, comments on how beautiful it is.

The stylish lines of understated architecture, the interactive and playful exhibitions, a bright and inviting colour palette – it all creates exceptional spaces and exquisite ambiance...

Everything here tells the story of three cultures – each with their own identity, sitting side by side in the spirit of harmony.

From the carved Maihi panels on the front, to the towering presence of De Molen – next to our Oranjarahof national Dutch museum – this facility features the icons and the multi-cultural stories of our nation.

We celebrate diversity in all its beauty. And that achievement won us a major Museums Aotearoa award for 'Excellence', in 2018.



#### The Artist

Jan van der Ploeg, with links to Dutch art movement 'De Stijl', has created murals around the world. In Aotearoa New Zealand, he is well-known for his Wellington mural.

In the spirit of multi-cultural partnership with which Te Awahou Nieuwe Stroom was established, Jan consulted with the three partners to create his design. He kindly agreed to let the Oranjarahof Dutch Connection Centre use the Mural as a fundraiser.



## The Memorial Wall – Fundraiser for the Oranjehof Museum

**Designed in Partnership:** The wall features a wave pattern that reflects Te Awahou Nieuwe Stroom's identity – with colours that are linked to the awa river heritage of Te Awahou Foxton, mana whenua, Aotearoa's skyline, and the Netherlands with its watery landscape.

The huge size of the Memorial Wall gives it a cheerful impact that feels open, playful and welcoming.

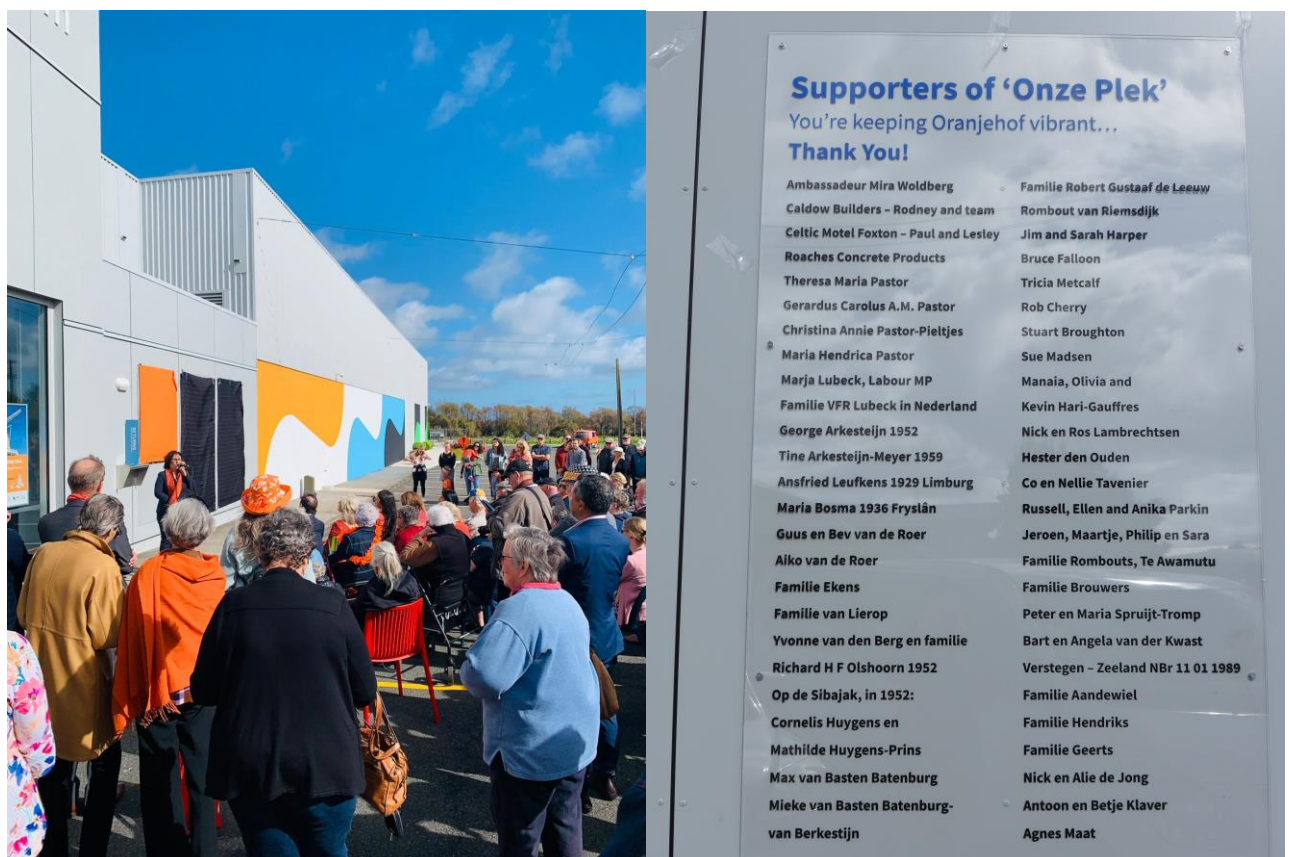
**Cultural links:** Jan's bold and modern design showcases contemporary Dutch art and design, also on display in the Oranjehof Museum.

**Meaning:** The Art Mural captures the spirit of Te Awahou Nieuwe Stroom. Te Awahou means 'new stream'. In Dutch, Nieuwe Stroom also means a 'flow' in a new direction, with 'new energy'.

**Awa – Rivier:** For both the Māori and Dutch Partners in Te Awahou Nieuwe Stroom, their awa or rivier holds special meaning – so the wave theme of the Mural is culturally important to both.

**Colour symbolism:** Moving from the Dutch colour of orange, to the colours of 'the land of the long white cloud', which then merge into our national colour black, flowing into kākāriki green that symbolises mana whenua and the Piriharakeke museum

**Direction:** The giant waves stretch out towards the natural environment and the River Loop reserve, leading people into the other part of the Cultural Park.



*The 2021 'unveiling' of the first three names panels, by Ambassador Mira Woldberg*

### Add Your Name – Some 30 spaces left

**The 2021 perspex panels were 1.4m wide: Major Sponsors / Founding Sponsors / Family Supporters**

**The new 2022 Family Supporters panel will be 0.7m wide. It will sit right next to the artwork.**

**Major Colour Sponsors can choose from the the remaining Blue or White colours. And add their company name to the Koninklijke Ambassade, John Jones Steel and Resene.**

## Add Your Name – Next to the Mural

The Art Mural is iconic and symbolic of Te Awahou Nieuwe Stroom – bold, modern, colourful, multi-cultural and inclusive. Its simplicity – at that huge size – gives it impact.

The image is drawing art-lover visitors to the museums, and probably features in 1000's of selfies.

As part of our second-ever ever national Dutch Week, we can now offer the last spaces up for sponsorship.

**Join us? Feature your family or business name – next to the Mural.**

## Your Memorial Wall Donation Options

In return for your donation, we will acknowledge your generosity by adding your name to the Mural.

1. **Donation - Individual or family name:** \$ 250 (30 characters max)
2. **Donation - Founding Sponsor\*:** \$2,500 (**NOT available any more**)
3. **Donation - Major Colour Sponsor\*\*:** \$5,000 (**ONLY 2 available – jointly created**)

## Join our Fundraiser:

- EITHER email this form to [arjanv@horowhenua.govt.nz](mailto:arjanv@horowhenua.govt.nz) Include ALL 'Your Details' (as below)
- OR mail this form to: Oranjehof, Te Awahou Nieuwe Stroom, 92 Main Street, Foxton 4814

## Your Details

**Donation Option** (circle your choice)    1. Family / 2. Founding Sponsor\* / 3. Colour Sponsor\*\*

Name on Wall: \_\_\_\_\_ (30 characters max)

Other Name(s) on Wall: \_\_\_\_\_ (each name = \$250)

**Your Name:** \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## The Process

Please pay your donation to the 'Dutch Connection' – ASB: 12-3232-0128111-03

Identify your choice of donation in 'Statement Details':

- **Particulars:**        *The kind of Donation:* 'Family' / 'Founding' Sponsor / 'Colour'\* Sponsor
- **Code:**                *Number of Names:* eg '1 Name' (for \$250) or '3 Names' (for \$750)
- **Reference:**        *The Name:* for on the Wall (first one only, as listed above)

**Important:** The Dutch Connection Trust is a Registered Charity. ***Claim a Tax Rebate of 33.3%***

**Incorporated Charitable Trust: 1714348 (CC11088)**

\* + \*\* *We will co-create your mention on the wall*

\*\* *Please contact Arjan van der Boon to explore the 'Colour' donation option: 027 494 3658*