

For immediate release

9 May 2019

Light and sound experience for TRENZ delegates in Rotorua

A striking light installation and soundscape is on display in Rotorua during TRENZ.

From 5pm each day Pou Rama (Light Posts) will be lit from within, inviting people to walk through the artwork and enjoy the accompanying sound track.

Pou Rama is a series of free-standing light structures representing creative wairua (inspiration) which is generated from te taiao (the environment). The whakairo designs express cycles of creativity, and connections to place.

Designed by Storybox in collaboration with visual artist Desna Whaanga-Schollum (Rongomaiwahine, Ngāti Kahungunu, Ngāti Pahauwera), Pou Rama has featured at the LUX Light Festival (Wellington), Bright Nights (Auckland), LUMA Festival (Queenstown) and Matariki Festival, Aotea Square (Auckland).

While Pou Rama has been on display in several locations before, Rotorua will be the first time that a specially commissioned sound scape will be part of the installation. Composed by renowned taonga pūoro (Māori musical instrument) artist, Al Fraser, this musical accompaniment will emanate from the pou.

Dates: 8 - 23 May 2019 (5pm until midnight)

Where: Rotorua Village Green (opposite Lady Jane's Ice Cream Parlour at the end of Eat Street)

For further information and high resolution photography, please contact:

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Images courtesy of Storybox.

Information about Storybox

Robert Appierdo is the Creative Director and Founder of Storybox. With a background in the arts, design and political science, his passion for storytelling and creating experiences stretches across film, multimedia, creative direction

and light/art festivals. Storybox previously brought Speakatube to Rotorua last September and October.

Information about the designer - DESNA WHAANGA-SCHOLLUM

Desna Whaanga-Schollum collaborates with a wide variety of communities, business professionals, artists and academics to achieve results which effect change in people, practice and place. She serves on several design and arts governance boards and is actively involved in Māori discourse via research, exhibitions and wānanga.

Information and quote from composer of soundscape – AL FRASER

Al has had the opportunity to elegantly weave his skills with taonga pūoro into projects that are at the forefront of New Zealand arts practice and pūoro Māori. Al has worked in collaborations with Dr Richard Nunns, Trinity Roots, and the New Zealand Symphony Orchestra and with projects spanning jazz, experimental, improvisational, ambient, folk, Māori and classical music. The sound track was commissioned for Pou Rama and composed by renowned taonga pūoro (Maori musical instrument) artist, Al Fraser.

Al writes “In this composition for Pou Rama pahū pakohe and pahū onewā provide a shimmering, like the movement of Tutumaiao/Aurora Australis and the light dances of HineRuhi and TaneRore. Pūkāea and hue puruhau punctuate, call our attention to the pou and ground us to the whenua while kōauau rākau and poiawhiowhio provide light and move our attention towards the realm of Ranginui.”