

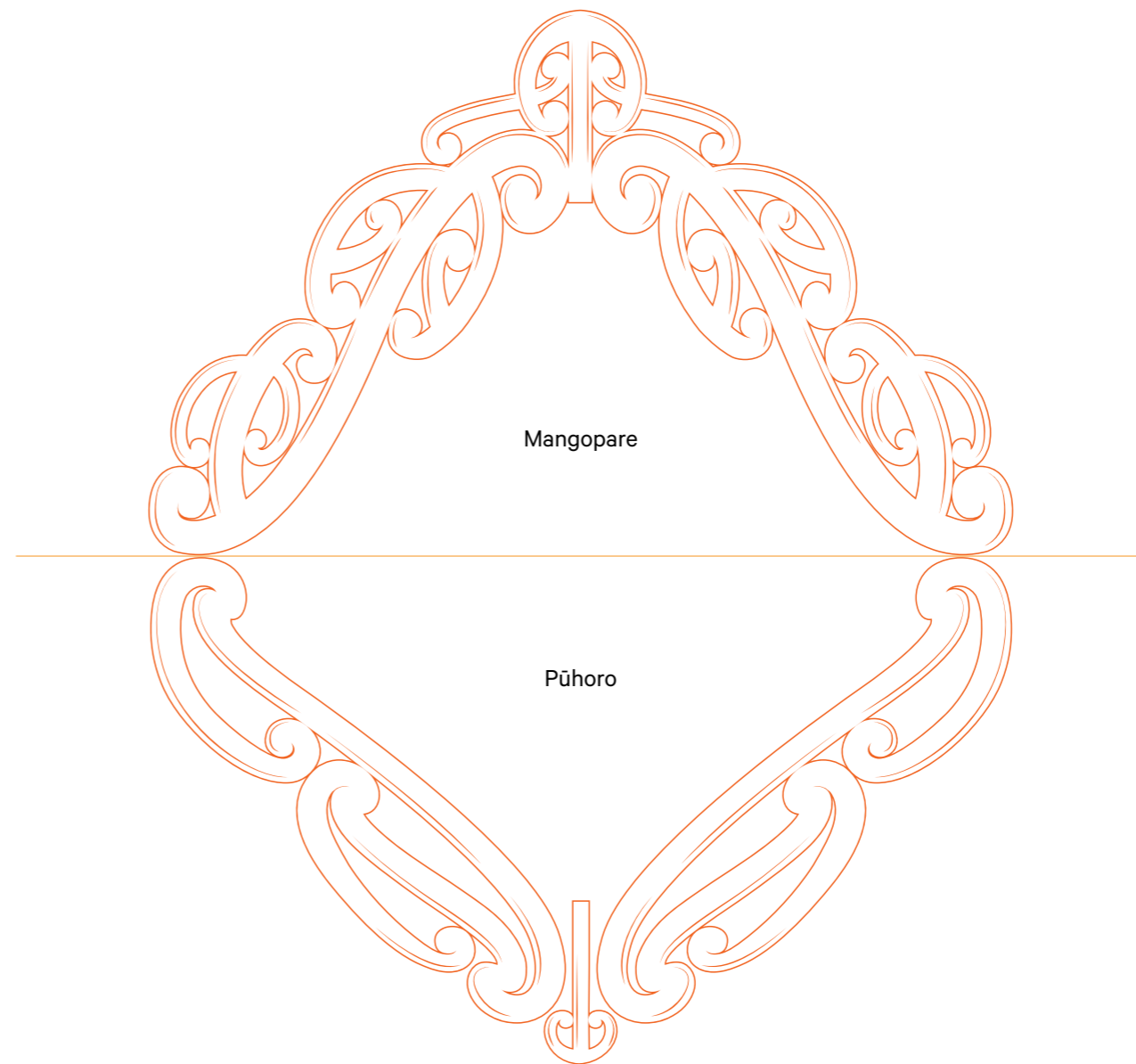
# Creative Narrative

## Kōwhaiwhai

The two shapes in the kōwhaiwhai are pūhoro and mangopare.

The mangopare in the top half is inspired by the stingray. It has two dynamic sides in balance. This speaks to dynamic energy and momentum and relates to how you pursue a commitment.

The Pūhoro in the bottom half is a shape that represents how a waka moves through the water with speed and agility. Like Mangopare, it speaks to the energy and commitment to achieve objectives.



# Creative Narrative

## Pātiki

This is the name of a star constellation that is seen when flounders (also called pātiki) are abundant. The diamond shape is from the shape of the flounder. It represents an abundant and sustainable eco-system. Hence food is in abundance through the alignment of heaven and earth, land and water. A thriving eco-system enables a thriving people and community. This in turn, enables that community to be able to extend their resources to others in an expression of generosity and open hearted kindness. Pātiki therefore is a cultural design that speaks to a balanced environment for a prospering people.

