

Your Name, on a Spectacular ‘Memorial Wall’

An Art Mural on Te Awahou Nieuwe Stroom – in Foxton

An Exceptional Place

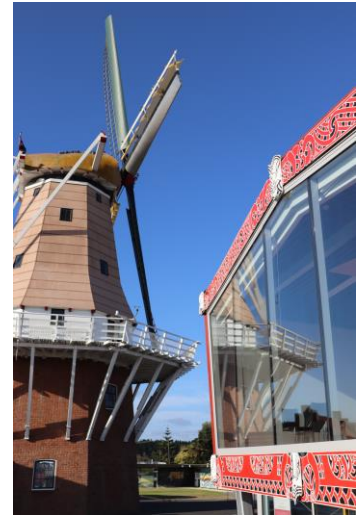
Almost every visitor who walks into Te Awahou Nieuwe Stroom, comments on how beautiful and special the place is.

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’, straight after we opened in 2017.



Add Your Name to Our Art Mural

You can now add your family’s name – or any name you choose, like children or grandparents, or your organisation or business – next to the Art Mural that will feature on one side of our building.

In April 2021, a long blank wall in Wharf Street will be turned into yet another exciting art work for our Cultural Park. A brightly coloured Mural will brighten up a plain boring space, and add an impressive monumental visual to Te Awahou Nieuwe Stroom, befitting the facility.

World-renowned Dutch Mural Artist, Jan van der Ploeg (based in Amsterdam), has designed the colourful Art Mural – some 40 metres long and 4m high, that will liven up a 50m plain wall.

Pete Bossley, the architect of Te Awahou Nieuwe Stroom, is so enthusiastic about having Jan’s art on his award-winning building, that he signed up to be one of its Founding Sponsors. And Tauranga art gallery Sumer will install the painting – at a greatly reduced price – also as one of its sponsors.

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

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 has consulted extensively with the three partners to create his final design. He kindly agreed to let the Oranjarahof Dutch Connection Centre use the Mural as a fundraiser.



Sponsor and family names will be displayed on the 1.5m wide grey panels on the side of his artwork.

The Memorial Wall – Fundraiser for the Oranjarahof Museum

Designed in Partnership: The wall will feature a wave pattern that reflects the facility’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.



Current situation

The new Memorial Wall colour scheme also resembles the Te Awahou Nieuwe Stroom brand colours. Its huge size will give 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 – the mural stretches out towards the natural environment and the River Loop.

Jan van der Ploeg
Proposal Foxton, 2017

Design V 4C-2 has been selected, to fit with the Brand – out of a number of proposed designs.

Design 4 version C – 2



(The size of the 50m Mural provides the impact, which can’t be captured in an image)



(Architect impression only)

We all connect
to this place and
from this place
we thrive

Add Your Name – Next to the Mural

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

As the image gains publicity, it will draw art-lover visitors to the facility, and undoubtedly will get to feature in 1000's of selfies.

The official 'reveal' of the Mural is planned for Saturday 24 April 2021, by Dutch Ambassador, Mira Woldberg. It will coincide with the launch of the first ever national Dutch Week.

Join us on this day? Show your family – or organisation – the Mural that features their name.

That same day, the traditional Big Dutch Day Out organised by De Molen will add festivities and celebrations to the event – like an ice skating rink! A stunningly colourful Leon van den Eijkel Retrospective exhibition will open as well, in the 'Kabinet' gallery in Te Awahou Nieuwe Stroom.

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
2. **Donation - Founding Sponsor*:** \$2,500 (*we will jointly create your special mention*)
3. **Donation - Colour Sponsor**:** \$5,000 (*only 5 available – jointly created*)

Join our Fundraiser:

- EITHER email this form to 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 discuss the 'Colour' donation option: 027 494 3658