

INTRODUCTION

Nelson City Council (NCC) is seeking to directly procure a design from a toi Māori artist. The artist will work alongside council officers and iwi cultural advisors to create a design that can be incorporated along the Marina Promenade, using the process of concrete etching. The design will enhance the visibility of toi Māori, the location, and mana whenua in Whakatū Nelson.

The selected artist will also work alongside site stakeholders NCC Capital Projects, Transport Team, Nelson Marina & the Contractor to ensure the design is appropriate to them.

BACKGROUND

Public art plays a significant role in the social and cultural wellbeing of Whakatū Nelson. NCC understands that the well-being of tangata whenua is imbued within toi Māori arts being visible and valued within the life of the rohe. The existing art pieces currently in Whakatū Nelson enhance and activate spaces making them welcoming and vibrant.

In September 2022, The Marina Masterplan was adopted by Nelson City Council which incorporates a variety of projects of a span of 15 years from 2022 to 2037. This Masterplan acknowledges that the Marina is located in an area of significance to Te Taihū iwi. Nelson's taonga tuku iho (heritage) is valued and contributes significantly to the city's unique character and sense of place. Consistent with the principles of the Taonga Tuku Iho Strategy, Council is committed to working together with Te Taihū iwi with the objective to ensure that the Masterplan and the design of its projects upholds the mana of tangata whenua and preserves the environmental health of the Haven.

In 2024, Nelson City Council (NCC) initiated the first project of the Marina Masterplan – the Marina Promenade Project. This was supported by a grant from MBIE of \$1.13 million, with an additional \$895,000 funded by Nelson Marina, bringing the total project budget to \$2.025 million.

A Marina Promenade Working Group was established by council, and involves Te Taihū iwi representatives. This provided a valuable platform for collaboration, and it was through this group that the theme *Ki Uta Ki Tai* was adopted as a theme for the project and aligned with other major urban infrastructure projects.

With the core infrastructure of the Promenade now complete, Council is exploring opportunities to bring this theme to life. The first stage will see the incorporation of *Toi Māori* art in the form of concrete etching along the Promenade.

Future opportunities for *Toi Māori* expression have also been identified, including:

- Waharoa
- Pou
- Lamp posts with whakairo
- Sculptures
- QR codes linking to relevant websites, stories, and features

These elements are not limited to the Promenade itself and may be explored and commissioned across the wider Marina Masterplan. To align with budget constraints, their delivery will be staged over multiple years and supported by future funding streams. This approach will ensure that the *Ki Uta Ki Tai* theme is embedded throughout the Marina in a meaningful and enduring way.

OBJECTIVES

- To create a toi Māori design which enhances the mana and status of the area;
- To create a toi Māori design which reflects the cultural significance of the surrounding area to all Te Taihū iwi;
- To create toi Māori design which complements and activates the nearby area and increases the visibility of toi Māori on the landscape of Whakatū/Nelson;

PROJECT DETAILS

History & cultural significance of site/subject

The theme, gifted by Ngā iwi o Te Taihū, reflects the deep connection between the land and sea, as expressed in the whakataukī/proverb:

Toitū te marae a Tāne, Toitū te marae a Tangaroa, Toitū te tangata – If the land is well and the sea is well, the people will thrive.

The Marina Promenade is adjacent to the Maitahi awa (also known as Mahitahi and Maitai), which flows from Maungatapu (also known as Mocketapu) through the heart of our city into the Whakatū Nelson Haven, a connection reflected in the pepeha: Ko Maungatapu toku maunga, Ko Maitahi toku awa, Ko Te Tai-o-Aorere toku moana.

Significance of project to site stakeholders (Council)

NCC Capital Projects, Transport Team, Nelson Marina & the concrete etching contractor are interested stakeholders in this project. They will review the designs and provide technical feedback.

Marina Promenade Path & Design Brief

Path Layout

The new Marina Promenade path is divided into two sections:

- South of Ruby's Café: 350 m long × 4 m wide
- North of Ruby's Café: 240 m long × 4 m wide

In addition, there are four seating areas where the concrete width expands to 5 m (see image below).

Theme & Colour

The *Ki Uta Ki Tai* theme is expressed through coloured concrete, transitioning across three colours from black to sandy grey, with stepped transitions between each colour (see images).

Artist Responsibilities

Following selection, the commissioned artist will be responsible for:

- Completing the detailed design(s)
- Supplying the artwork design(s)

Nelson City Council (NCC) will:

- Provide the required stencils to the etching contractor
- Procure and supervise the physical works

To ensure the designs can be successfully translated into etched concrete, the commissioned artist must collaborate closely with the etching contractor. This is essential to ensure the artwork can be practically achieved within the technical constraints of the etching process & budgeted funds available

Design Specifications

Dimensions

- Artwork must be incorporated into an area of no more than 40 m² and 3.8 m wide
- Designs can be continuous along the length of the path, but a 200 mm separation gap must be maintained from the edge of the path and the concrete construction joints, the construction joints are spaced at 3.8 m intervals

Stencil Sheets

- Maximum stencil sheet size: 2.4 m × 1.2 m, requiring multiple sheets for the full 40 m²
- Parts of the design can be reversed or mirrored on the same stencil to reduce wastage
- Final design must be supplied in DXF file format for laser cutting

Area of Etching

- Designs will be reflected in one finished dark colour (see examples below)

- Must clearly represent the Ki Uta Ki Tai theme

SELECTION PROCESS AND CRITERIA

Selection process

1. Up to 3 artists will be shortlisted from the expressions of interest received
2. Shortlisted artists will be invited to wānanga with Pou Ahurea to discuss the concept design/s.
3. Shortlisted artists will receive a payment of \$2000 to produce a concept design
4. Final selection will be made, the selected artist will receive a further payment of \$7,000
5. Commissioned artist will be engaged under a Design Services Contract to complete a detailed design and for the use of their design.

Short listing criteria

- The artist's background, training, and mentors.
- The artist's iwi affiliations and/or ancestral relationships and/or ahikā to Te Taihū.
- The artist's record of delivering toi Māori designs of a very high standard that achieve critical acclaim and recognition for their artistic merit.
- The artist's ability to complete the design within allocated time and budgets.

Final design selection criteria

The artist's concept design will be reviewed by site stakeholders to provide technical and safety-related feedback. Feedback on the concept design will then be assessed by Pou Ahurea in consultation with the Kaihautū, Manager Māori Partnerships.

Feedback on the concept designs from the site stakeholders will be shared with Pou Ahurea.

The artists concept design will be assessed by Pou Ahurea who will make a final recommendation to council.

When considering the concept design, site stakeholders and Pou Ahurea shall consider:

- The concept design's alignment with the cultural significance of the site
- Feedback on the design, provided by the site stakeholders.
- Artistic merit of the design.
- Reliability of the design to the public of Whakatū/Nelson.
- Ability of the design to be delivered within the technical requirements.

PROJECT TIME FRAME

Stage	By 5.00pm
Release of project for expressions of interest	17 February 2026
All submissions presented to Pou Ahurea for up to three to be shortlisted.	14 April 2026
Deadline for concept designs to be presented to NCC	15 June 2026
NCC present unnamed shortlisted submissions to Pou Ahurea	14 July 2026
Final design selected and approved	End of July 2026
Artists advised of outcome	End of July 2026
Manufacturing of stencils and etching (NCC)	August to October 2026
Artwork blessed by kaumatua/launched	TBC

BUDGET

Each shortlisted artist will be paid **NZD \$2,000** excluding GST for travel, design/co design with site stakeholders and Pou Ahurea including submitting and amending a concept design. The artists will retain that money if they are selected or not.

The artist with the selected design will be paid **\$7,000** for the use of their design & collaboration with the concrete etcher contractor

NCC will cover the costs associated with the manufacture of the stencils and concrete etching of the artwork

Payment schedule

Payment 1	3 Shortlisted artists each receive a design payment	\$2000 each	After Pou Ahurea shortlisting
Payment 2	Commissioned artist(s) final payment	\$7,000	On approval of final design

IMAGES/LOCATION

Stage 1



Stage 1- Transition Area



Stage 2



Marina Promenade Footprint Stage 1 & 2



Contractor's Etc

