

TRADE and MEDIA RELEASE

A New Touring Product and Winter Season Dates

Tamaki Heritage Village – Christchurch

18 March, 2009

(For immediate release)

A new Tamaki re-enactment, developed off the back of the acclaimed Christchurch story, *Chronicles of Uitara, Lost in Our Own Land*, is to be launched as a touring product, as the Tamaki company moves into its winter schedule of limited performance dates for the onsite version of the same story.

The Tamaki Heritage Village evening product, about to celebrate its second birthday, has until now only offered performances within its massive two village, 25 acre, open air theatre site. This winter though, Tamaki will offer the new mobile touring story, designed primarily for the MICE and education segments. It will be available across New Zealand but with emphasis upon the Christchurch and Canterbury opportunities first and foremost.

“We have developed this version of our story to meet a gap in the MICE segment –specifically in the South. The bite of our southern winter limits those conferences keen enough to leave the warmth of the hotel or convention venue for an evening event.

“But at the same time they *still* demand a compelling and creative event to work in to their opening or dinner gala events. We think *Lost in Our Own Land* as a touring product will fit that bill very nicely with all the drama and colour of the core story – but without having to leave their hotel or conference venue”, explains Tamaki’s, Kiri Atkinson-Crean.

Education will be a key target also with the story developed in such a way it can be delivered to scale – from country halls to massive convention centres.

“We have developed the sets and backdrops for the story to be a multi layered blend of three dimensional physical sets and audio visual effect. This way we can maximise the AV impact when it is available but can also offer a scaled back but equally compelling story with less reliance on technology –in say a local school hall or community centre. The size and scale of event will also determine cast numbers – with the story operating with between 10 - 20 actors pending scale of event,” says Kiri.

The new touring product, *Chronicles of Uitara, Lost in Our Own Land* all but mirrors that which is offered on site at Ferrymead. At 45 minutes long as opposed to the 1.5 hours for the full onsite encounter, the story begins in the early 1800’s.

The country is in the grip of what will become a brutal 30 year civil war. New leadership is emerging – Te Ao Huri and his cohorts, including Uitara IV, have left massacre and bloodshed in their wake in a rampage through Aotearoa. Their muskets are overwhelming ancient tradition – and not just that of warfare. The way of life, traditions, spiritual beliefs, tribal structure and Chieftainship are all centuries old but are crumbling beneath the strength of the musket. Tribe is pitted against tribe, Maori against Maori, brother against brother.



The audience come face to face with fearsome Te Ao Huri and Uitara in the land of Ihutai and the deeply traditional people of Matuku Moana village are guided by the Storyteller to witness the dramatic invasion of the peaceful village. They move through time to see Uitara taking the leadership mantle as Te Ao Huri dies. The drama and colour of this period in our history is made all the more so with against the backdrop of faithfully recreated shanty towns, villages and pa sites.

The mobile event will be launched in two targeted events in early May – one to the education segment – teachers and principals and another to the MICE segment in a focussed upscale launch evening.

Meanwhile, the Tamaki core on site story will still offer limited performance dates during its winter season which commences on April 14 and continues until October 1 whereupon Lost in Our Own Land will be offered every night. Over winter, FIT bookings will be wrapped around group bookings or high demand FIT nights. The dates as they stand currently are attached and will be updated each month during winter months.

ENDS//

For further information please contact:

Kiri Atkinson-Crean

E: kiri@maoriculture.co.nz

P: 64-7-3492999

C: 64-21-741501

Mike Tamaki

E: mike@maoriculture.co.nz

P: 64-3-366-7333

C: 64-21-772490



Phone +64 7 349 2999
Fax + 64 7 347 2913

WWW.GLOBALSTORYTELLERS.COM

Freephone 0508 TAMAKI (within NZ)
kiri@maoriculture.co.nz

Tamaki Christchurch

LOST IN OUR OWN LAND

WINTER SEASON EVENT DATES

April

2, 8,12,13,17

May

15, 22, 25

June

14

July

18

Sept

27

NB// Please note that we will open for any group bookings of more than 30 pax.



Phone +64 7 349 2999
Fax + 64 7 347 2913

WWW.GLOBALSTORYTELLERS.COM

Freephone 0508 TAMAKI (within NZ)
kiri@maoriculture.co.nz



Phone +64 7 349 2999
Fax + 64 7 347 2913

WWW.GLOBALSTORYTELLERS.COM

Freephone 0508 TAMAKI (within NZ)
kiri@maoriculture.co.nz