



TE PUIA

ROTORUA, NEW ZEALAND

*E kore au e ngaro te purapura
i ruia mai i Rangiatea*



Te Whakarewarewa Thermal Reserve, Rotorua, New Zealand

Product Compendium

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History of Te Puia and NZMACI (New Zealand Māori Arts and Crafts Institute)



The cultural legacy

Since our ancestors first arrived on the shores of Aotearoa New Zealand, our history and kōrero (beliefs and stories) have been carved and woven into patterns, forms and symbols bound together by whakapapa (interconnections) and supported by te reo (Māori language), values and knowledge.

With colonisation and the process of assimilation, this knowledge became threatened and was typified by the Tohunga Suppression Act (1907), which inhibited the activities of our tohunga (experts) who were the holders of intensive Māori knowledge.

Renowned Māori leader, Sir Apirana Ngata, recognised that Māori material culture was integral to preserving mātauranga-a-iwi (tribal knowledge and identity) particularly through marae, the epicentre of tribal histories, societies and identity. His dream was to establish centres of learning to maintain and preserve traditional practices for future generations.



Sir Apirana Ngata
Alexander Turnbull Library



Waka Huia,
Clive Fugill

Through Sir Apirana, legislation was passed in Parliament in 1926, bringing his vision to life, with the first carving school, Te Ao Marama opening on the shores of Lake Rotorua in 1927. The first intake completed three years of training and subsequently travelled throughout New Zealand carving wharehau (meeting houses).

Through this work, tutors, graduates and students helped create and preserve New Zealand's cultural heritage through the building and restoration of whare across the country.

“ You ask who is going to do the preserving [of Māori language and culture] and, of course there is no easy answer to that question [...] Essentially it will be the Māori people themselves who retain, or adapt, what they can of their culture. ”

JOSIAH RALPH HANAN /
MINISTER OF MĀORI AFFAIRS (1962)



Graduates of Te Ao Marama including Hone Te Kauru Taiapa with a carving designed for a whare at Te Kaha



Te Ao Marama, Ohinemutu, Rotorua, circa 1930

The tourism legacy

Our tourism legacy began almost 200 years ago. Before the 1886 Tarawera eruption focused the world on the geothermal wonders of Rotorua, the people of Te Whakarewarewa were hosting the country's first visitors as they travelled to and from the Pink and White Terraces.

Visitors were drawn to the soothing, geothermal waters of the valley, and the hospitality and knowledge of its people.

Joined in Te Whakarewarewa by the Tūhourangi people after the eruption, the fledging tourism operation gained strength, cementing the guiding philosophy of manaakitanga (hosting) – a legacy upheld to this day.

Many of the guides grew up in the valley, receiving the mantle handed on to them by their guiding ancestors.

The guides of Te Whakarewarewa Valley became known worldwide, along with their stories and songs, which often became legend in their own right.

One such song, *Pāketē Whero*, was composed by Guide Bella. The song is said to refer to a secret love interest of Bella's, and the red scarf a symbol between the lovers. Over the generations, the *pāketē whero*, or 'red scarf' has become synonymous with the Tūhourangi | Ngāti Wahiao women of the valley and is symbolic of the guiding legacy that began here nearly two centuries ago.



1. Guide Georgina with colonial guests in Te Whakarewarewa Valley
2. Guide Maggie Papakura (1872 - 1930)
3. Early guides in Te Whakarewarewa Valley
4. Guide Kathleen
5. Guide Sophia (Te Paea Hinerangi) with a guest
6. Tourism promotion early 1900s
7. Guide Maggie and Guide Bella



Two legacies converge

After its establishment in 1927, the original carving school flourished with an ever-increasing demand for its services. This led to a move to larger premises in Whitaker Road in 1932, however, its teachings were stalled with the passing of director Harold Hamilton in 1937.

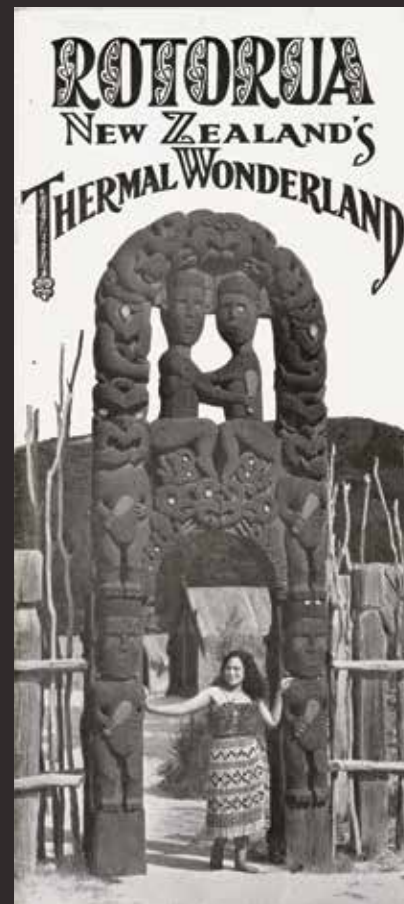


This, combined with the onset of the Great Depression and then World War Two, meant its teaching continued away from the School in Rotorua on where throughout the country, particularly with Hone Te Kauru Taiapa.

A renewed focus on the perpetuation of Māori art and craft came to light in the 1960s, combined with Government investment in the growth of Te Whakarewarewa Valley's tourism interests. This led to a joining of the two in 1963 under the Rotorua Māori Arts and Crafts Institute Act.

"The New Zealand Māori Arts and Crafts Institute was in part an answer to the economic hardship of being a carver in the 1960s, with even famous carvers like Hone Taiapa struggling to make ends meet and find projects to work on."

DAMIAN SKINNER



1. Te Whare Rūnanga, Waitangi
2. Maureen Waaka (nee Kingi and child)
3. Tourism collateral of the 1960's, within which the guides of Te Whakarewarewa Valley often featured.
4. Hone Te Kauru Taiapa and Tuti Tukaokao with Te Wānanga Whakairo Rākau, first intake, 1967.
5. 1967 intake including Hone Te Kauru and Pine Taiapa, Tuti Tukaokao, James Rickard and Clive Fugill (centre left).
6. Te Wānanga Whakairo Rākau, 1974.



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The Act re-established the school as a legal entity, and a 1967 Amendment recognised it as a National Institute and established the unique co-existing framework that remains today. It became the New Zealand Māori Arts and Crafts Institute Act (1967).

The objective of the Tourist and Publicity Department was for the Institute to become financially self-sustainable, with the tourism surpluses contributing to the perpetuation of cultural development – the unique culture and commerce model that continues today.

'This posed a problem, for to encourage the highest ideals in artistic accomplishments is almost to deny the essentials of economics. And yet, the 'Institute' was bound to attempt to satisfy both aspects.' (Stafford, D.M. New Zealand's Premier Māori Cultural and Geothermal Visitor Experience).



About Te Puia



Haere mai!

POINTS OF INTEREST








- 1 Guided tours
- 2 Heketanga-ā-Rangi
- 3 Taonga gallery & gift shop
- 4 Waharoa / gateway
- 5 Wānanga
- 6 Rotowhio marae / performances
- 7 Start point for cultural performances
- 8 Pikirangi village
- 9 Kiwi house
- 10 Ngā mōkai-ā-Koko mud pool
- 11 Kerurū geyser
- 12 Whakarewarewa geyser terrace
- 13 Prince of Wales Feathers geyser
- 14 Pōhutu geyser
- 15 Natural steam vent cooker
- 16 Te Puia Pā
- 17 Waikite geyser (dormant)
- 18 Ngāpuna tokatoru and Hauanu mud pools
- 19 Waiparu and Te Werenga hot pools
- 20 Wairewarewa mud pools
- 21 Papakura geyser
- 22 Ngāraratuatara cooking pool
- 23 Lake Waikaukau

SUGGESTED ROUTES

--- Ngāraratuatara track

--- Wheelchair access

AMENITIES

-  Toilets
-  Parking
-  First aid
-  Information
-  Viewing point
-  Free wifi
-  Restaurant and café





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■ The five pou (pillars) of experience

Te Puia offers an array of experiences to both local and international visitors. We've identified five distinct facets - *Geothermal, Nature, Architecture, People* and *NZMACI* - that are the foundation of the Te Puia experience.

Our visitors can see all of these things at Te Puia, and these pou – or pillars – are at the heart of our organisation.



GEOTHERMAL

Te Puia is a world-famous geothermal area with bubbling mud, boiling water and the Pōhutu geyser. The biggest geyser in the southern hemisphere, Pōhutu shoots water and steam up to 30 metres high.



NATURE

At Te Puia you can see the amazing kiwi bird close up. You can also wander through lush native bush as you learn how Māori use native plants for food, medicine and handcrafts.



ARCHITECTURE

Māori architecture tells our stories and displays our artistry. Rotowhio Marae and Pikirangi village are stunning examples of traditional Māori architecture while Heketanga-ā-Rangi is a contemporary structure.



PEOPLE

In Māori culture, when someone visits your home, it is expected that you show hospitality. At Te Puia we'll treat you like one of our family. Our guides are experts at looking after you.



NEW ZEALAND
MĀORI ARTS & CRAFTS INSTITUTE
NGĀ KETE TUKU IHO



NZMACI

Te Puia houses the New Zealand Māori Arts and Crafts Institute. Established in the 1920s to promote Māori culture, these schools of carving and weaving train talented students under the guidance of masters.

Te Rā | DAY PASS

This day to remember includes seeing the Pōhutu geyser, kiwi birds, and Māori artists.

- ✓ World-famous Pōhutu geyser
- ✓ Te Whakarewarewa Geothermal Valley
- ✓ Kiwi birds and nature
- ✓ Wānanga schools (Māori arts and crafts)
- ✓ Guided tours every hour on the hour
- ✓ Mud pools

Te Rā operates from 8am–6pm (summer) and 8am–5pm (winter).

TE RĀ ADD ONS

TE RĀ + HAKA

Concert times: 10:15am, 12:15pm, and 3:15pm.



- ✓ Day pass
- ✓ Māori concert

TE RĀ + HAKA + KAI NGĀWHĀ 10am–2pm

Te Rā, Kai Ngāwhā steambox lunch and the haka combined.



- ✓ 10:15am Māori concert
- ✓ Steambox lunch
- ✓ Day pass

TE RĀ + KAI NGĀWHĀ

Steambox lunch: 11am to 2pm daily. Book before 9:30am.



- ✓ Day pass
- ✓ Steambox lunch tour

TE RĀ + TE PŌ 4:30pm–9pm

The ultimate Te Puia experience: DAY + NIGHT



- ✓ Day pass
- ✓ Evening experience

Te Pō

| EVENING
EXPERIENCE



Let us feed and entertain you with
a feast of Māori food and culture.

- ✓ Traditional pōwhiri (welcoming ceremony)
- ✓ Kapa haka (performing arts) concert
- ✓ Māori feast cooked in earth oven
- ✓ Twilight visit to Pōhutu geyser
- ✓ Hot chocolate under the stars

Te Pō runs from 6pm - 9pm daily



TE PŌ ADD ONS

TE RĀ + TE PŌ 4:30pm - 9pm

The ultimate Te Puia experience: DAY + NIGHT



✓ Day pass ✓ Evening experience





Bespoke Package Experiences

Bespoke package experiences

Our Ngāraratuatara cooking pool offers a unique traditional cooking method that is used to cook seafood and vegetables in a matter of minutes.



INGO (FOOD COOKED IN A BOILING MINERAL POOL)

Enjoy the unique taste of Māori culture. Gather at Ngāraratuatara marquee, and watch as fresh New Zealand mussels, whole king prawns, corn and vegetables are placed in woven flax baskets and poached in our geothermal spring. The alkaline spring water captures a distinctive flavour within the food.

Your mouthwatering meal is topped off with refreshing New Zealand beer and wine.

The Ngāraratuatara cooking pool is named after the lizard-like tuatara – New Zealand's largest native reptile. This unique cooking style is what the locals have been using here for centuries.

INCLUDES

- ✓ Food ready in a matter of minutes
- ✓ Cooked in traditional style
- ✓ Includes beer and wine
- ✓ Distinctive flavour from the alkaline spring water



Discover the distinctive flavours and unique preparation of our traditionally cooked Māori hangi.



TE RĀ + KAI NGĀWHĀ (STEAMBOX AND STEAMBOX SAMPLERS)

In an authentic hāngi, make your choice from a selection of raw foods including: chicken, corn, kumara, pumpkin, potato, cabbage, watercress, and gourmet bread stuffing. Once you have placed your favourite delicacies inside the hāngi basket, you are ready to head to Ngā Whā Puapua, the constantly active steam vent opening used to cook your kai (food) the authentic way.

The sampler version of steambox includes a range of finger foods that can be cooked within 10 – 20 minutes whilst you view the geothermal valley. Menus are variable but have been comprised of Akaroa salmon, horopito rubbed lamb cutlets, and a range of siu mai and sweet corn.

INCLUDES

- ✓ Food ready upon arrival
- ✓ 10-20 minutes cooking time
- ✓ A wider range of cuisine – you choose from a variety of options
- ✓ Cooked in an authentic hāngi style
- ✓ You can view the geothermal valley while cooking takes place



Bespoke package experiences

These unique trilogy experiences combine some of the best that the North Island of New Zealand has to offer.



EXPERIENCE THE TRILOGY

Experience Hobbiton Movie Set, the picturesque setting for the Shire that featured in the Sir Peter Jackson directed films, "The Lord of the Rings" and "The Hobbit". This offer includes Te Puia, the home of Māori culture and cuisine. Be mesmerized by the world-famous Pōhutu geyser under the stars, following a delicious indigenous meal. Descend into the magical Waitomo Glowworm Caves under a galaxy of glowworms and to the ancient Ruakuri Cave, a spectacular cave full of legends and tales. Walk amongst magnificent caves and see sparkling glowworms.

INCLUDES

- ✓ The Hobbiton Movie Set
- ✓ Waitomo Glowworm Caves
- ✓ The Pōhutu geyser under stars
- ✓ Extended tour at Te Puia
- ✓ Te Pō (evening experience) including hāngi meal



Experience
the Trilogy

EXPERIENCE THE TRILOGY - SUPERCHARGED

Supercharge your experience with Hobbiton Movie Set, Te Puia and The Legendary Black Water Rafting Company. Explore Hobbiton Movie Set, the setting from "The Lord of the Rings" and "The Hobbit". Visit Te Puia, the home of Māori culture and cuisine. Enjoy an extended guided tour through the geothermal valley as well as a Steambox feast in front of the world-famous Pōhutu geyser. Experience the Black Labyrinth, the original black water rafting adventure that will have you tubing, walking and floating through Ruakuri Cave.

INCLUDES

- ✓ The Hobbiton Movie Set
- ✓ Waitomo Glowworm Caves
- ✓ The Black Water Rafting Co.
- ✓ Extended tour at Te Puia
- ✓ Steambox experience at Te Puia



Experience
the Trilogy

**SUPER
CHARGED**

Combining some of Rotorua's biggest attractions – Te Puia, Skyline Rotorua and Polynesian Spa – the Five Star package has been re-introduced to complement Te Puia's existing bespoke package experiences, including either an adventure experience or luxury escape.

FIVE STAR – ADVENTURE

Te Puia - discover the distinctive flavours and unique preparation of a traditionally cooked Māori hāngi with a Steambox tour. Skyline Rotorua - experience 180 degree panorama of the city and Lake Rotorua with a Gondola ride to the top of Mt Ngongotaha, plus Luge, Skyswing, and Zoom Zipline ride experiences. Polynesian Spa - relax with a rejuvenating hot mineral soak with views over Lake Rotorua.

INCLUDES

- ✓ Māori hāngi at Te Puia
- ✓ A scenic Gondola ride
- ✓ Luge, Skyswing and Zoom Zipline ride at Skyline Rotorua
- ✓ A mineral soak at the Polynesian Spa



FIVE STAR – LUXURY

Te Puia - enjoy the unique taste of food cooked in a boiling geothermal pool with Ingo, followed by New Zealand beer and wine. Skyline Rotorua - enjoy a scenic Gondola ride and award winning dinner at Stratosfare, with premium upgrade window seats included, and a bottle of Volcanic Hills wine to enjoy. Polynesian Spa - relax and reset with a hot mineral soak overlooking Lake Rotorua, followed by a spa therapy.

INCLUDES

- ✓ Food cooked in a geothermal pool at Te Puia (Ingo meal)
- ✓ Stratosfare dinner
- ✓ A scenic Gondola ride
- ✓ Mineral soak and spa therapy at Polynesian Spa



Bespoke package experiences

This unique experience combines the majesty of Mt Tarawera with the raw geothermal power and cultural experience that is Te Puia.



MT TARAWERA EXPERIENCE

Be transported from your accommodation up to Mt Tarawera, where guides will enthral you with the unique history of the sacred mountain and the stories of the people that lived upon its slopes. You can take in the legacy of the area, while you enjoy breathtaking views of the surrounding area.

The part of your journey through to Te Puia will build on the unique relationship between Mt Tarawera and the people of Ngāti Tūhourangi, who were deeply affected by the eruption of 1886, which destroyed their homes and forced their relocation to the thermal valley of Te Whakarewarewa.

INCLUDES

- ✓ Steambox lunch at Te Puia
- ✓ Seven hours or split visit over two days
- ✓ Unique insights from guides on the history of the area
- ✓ Spectacular views





CUSTOM EDUCATION PROGRAMMES

The strength and depth of our cultural and tourism legacies lends itself naturally towards experiences for educational groups. Whether its hosting New Zealand secondary school groups with a focus on achieving the academic standards in tourism and geography; or educating international students with a tailor made programme that includes the geothermal and cultural icons, as well as optional extras such as flax weaving workshops, kirituhi (applying stencil designs of traditional Māori tattoo), or learning the haka.





Unforgettable functions





Not just a venue, but a cultural food and beverage experience, Te Puia makes for truly unforgettable functions.

Why Te Puia?

Te Puia has been hosting visitors in Te Whakarewarewa Geothermal Valley for generations, and this legacy, combined with the magical atmosphere of the valley, means a conference or incentive function at Te Puia is professional, unique and distinctly New Zealand.

With so many venue options onsite – including Te Whakaruruhau, Geyser Terrace, Ngāraratuatara cooking pool and Pikirangi Māori village – a customised event can be created to suit any occasion, from intimate to large gala events, including unique food and beverage options, special themes, a traditional Māori welcome, cultural performances or guided tours.

Many of Te Puia's people are direct descendants of the original guides of the valley, who were world-famous for their hospitality. This philosophy, known as manaakitanga, is central to the experience offered.

Te Puia's Food and Beverage team can tailor menus for all occasions, offering a range of traditional Māori or European options.



**5 spectacular
food venues**



**Indigenously
inspired menus**



**Unique
services**



**Cultural
activities**



**Culturally
exhilarating**



TE PUKE A RUAHINE

Dine beneath the stars, deep in the heart of Te Whakarewarewa Valley, with Pōhutu geyser illuminated in its full glory beneath starry skies. Enjoy an intimate and awe-inspiring encounter with our unique environment, inspired cuisine and with the people and stories of this land.





TE WHAKARURUHAU

Te Whakaruruhau is a premium event venue. This expansive space is suitable for gala dinners and welcome functions for up to 300 people seated, and 1000 people standing for canapés and drinks. Te Whakaruruhau is a sheltered space with newly installed infrared heating and conveniently located next to Rotowhio Marae and Te Heketanga-ā-Rangi.



 1000
  1000
  300
  300
  585m²

Unforgettable functions



NGĀRARATUATARA

Enjoy the unique taste of Māori culture. Gather at Ngāraratuatara marquee, and watch as fresh New Zealand mussels, whole king prawns, corn and vegetables are placed in flax woven baskets and poached in our geothermal spring. Your mouth-watering meal is topped off with refreshing New Zealand beer or wine.



Unforgettable functions



TE POARI

Conveniently located next to Rotowhio Marae, Te Poari is an ideal venue for functions. With seating for 120 and a separate buffet area, Te Poari is a versatile gourmet restaurant.



120 120 60m²

Coming soon: New site developments



WHARE KAI / RESTAURANT / CAFÉ

Our new 300-seat Whare kai (place of eating) incorporating café and restaurant will transform the Te Puia dining experience, with world-class facilities and incredible views over the geothermal area.

This will enable highly creative and bespoke Māori-inspired dining experiences for the largest and smallest of groups, as well as the boutique traveller. The work expands Te Puia's seated dining capacity by an additional 600 people.



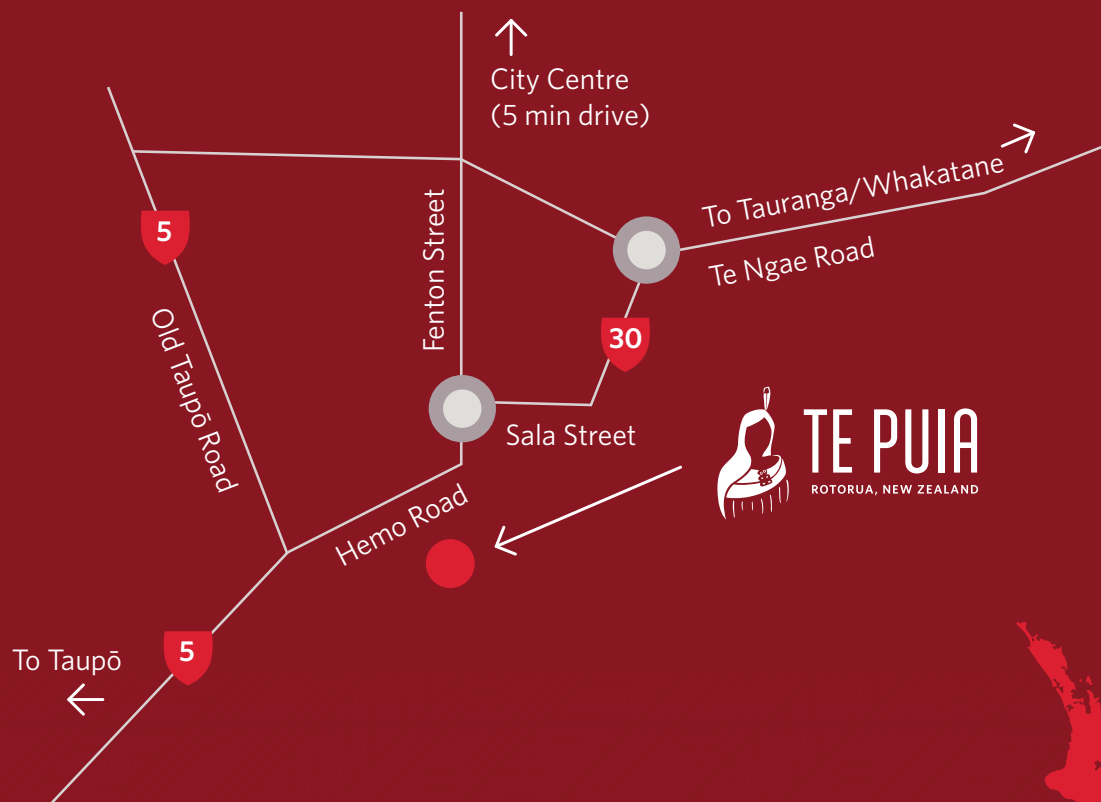


WĀNANGA PRECINCT

Our new Wānanga Precinct will provide world-class facilities for students, tutors and visitors, and offer manuhiri (visitors) access not only to the wood carving and weaving schools, but also to the bone, stone and pounamu (greenstone) carving school, tā moko (Māori tattoo) studio and the Bronze Foundry.

The new Precinct will also enable an Artist in Residence Programme and a gallery with changing exhibitions. Privileged, behind the scenes and exclusive access to the schools, artwork and artists can be arranged by special request.





Contact us.

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www.tepuia.com

Opening hours.

Summer (October - March)
8:00am - 6:00pm daily
Winter (April - September)
8:00am - 5:00pm daily
Te Po Evening Experience
6:00pm - 9:00pm



ENGLISH