

Category: Didactics

Project: Kiwi Kai

What was the challenge?

The North Island brown Kiwi is a unique flightless nocturnal New Zealand native bird. It has special significance as a national symbol and is familiar to the local people. However, these birds face many threats and their numbers are decreasing.

What was the solution?

My first solution was to design a set of informational posters to establish facts and statistics about kiwi. The quirky design of the posters reflect the nature of kiwi and inspired the design of my second solution. The Kiwi Kai lunch box, drink bottle and school backpack were designed to educate school children on the coolness of kiwi, encouraging empathy for the bird and engagement with conservation efforts. Kiwi also refers to New Zealand children and Kai is the te reo Māori word for food, as children are 'feeding' the kiwi through their support. Tamariki (children) are the future kaitiaki (guardians) of kiwi, and without their investment in kiwi conservation we cannot hope to restore the species. I chose vibrant colours and a whimsical illustration style as I wanted to foster an appealing, charming, and handmade aesthetic to convey important kiwi facts. The concept of the school lunch links with information on the kiwi's diet. The interactive nature of the backpack's front pouch acting as a belly encourages tamariki to engage and bond with kiwi.

What was the effect?

Through these clear and fun messages and strong visual style, the connection between kiwi and tamariki can be formed. The messages reinforce the importance of caring for this unique native bird.

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