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MAPPING THE ARTS AND FASHION ENVIRONMENT
IN ŌTEPOTI DUNEDIN

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MAPPING THE ARTS AND FASHION ENVIRONMENT IN ŌTEPOTI DUNEDIN

Martin Kean

When visitors take a walk around Ōtepoti Dunedin for the first time, they become interested in the architecture, the hum of the city, the hidden gems. They watch performances or listen to music and they discover fashion outlets, art galleries and places to eat and drink. Navigating between these locations in Google Maps or Bing Maps can be difficult. The following project suggests a simpler topology to interested readers and people who walk around looking at things. These 'people who walk around looking at things' I define as *wanderers*. The Oxford English Dictionary defines the word *wander* to mean "to move without purpose or specified destination; to roam."¹

A Guide to Arts and Fashion in Ōtepoti Dunedin is a printed map, and a corresponding online website – both are handy accessible guides, as one fits in a pocket or bag, the other fits on a phone. The printed guide folded out is an A4 sheet. Folded up, it is almost a square shape at 100mm x 105mm. Its small size makes a handy fit for a pocket or purse. The publication is a biennial survey of Dunedin-based cultural and retail communities: fashion makers, fashion stores, art galleries, book shops, cafes and libraries. As such it aims to be a useful resource for wanderers — visitors and locals alike. Recycled, upcycled, second-hand and vintage stores are also listed. The collection of sites in some small way counters the effects of fast fashion, while revealing a genuinely beneficial local fashion retail environment. Design stores are also listed. The inclusion of museums, galleries, cafes, and bars gives readers and wanderers places to stop during their walking journey, opportunities to refresh before continuing along their personal trails of discovery.

The guides are intended as walking maps, in that a wanderer may hold it comfortably in one hand while walking and looking around. The online equivalent, a phone-sized website that emulates the printed map, is accessible from a QR code printed on the paper map and contains more up-to-date information than its printed sister.

The idea for a guide to, or map of, arts and fashion in Dunedin originated with the f*INK Map, an extension of the f*INK Weekly Entertainment Guide, both conceived by Caro McCaw, published from 1996 to 2009. The first f*INK map was hand-illustrated by Stefan Neville, and mapped locations of venues listed in the weekly printed entertainment guide. The guide to arts and fashion in Ōtepoti Dunedin became an expansion of this, and has been published regularly since 2003, making the 2023 edition a two-decade anniversary. Seen over time, the guide showcases the cultural ecology of the city. As a printed work it must be updated periodically as businesses change, move, appear, and disappear. Editions of this publication show a changing landscape of fashion and arts retail industries within the city over two decades.

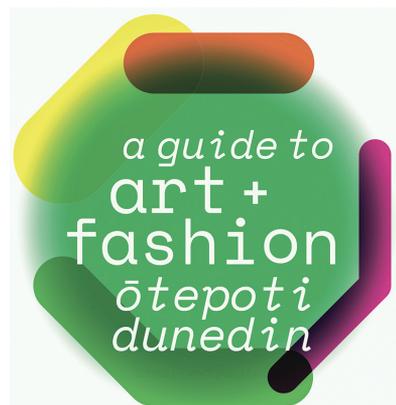


Figure 1. *A Guide to art+ fashion Ōtepoti Dunedin*, 2023, cover design Toby Eglesfield.

The base map used in the printed edition of this project is derived from a Land Information New Zealand (LINZ) dataset. The dataset is provided free for use — from the LINZ website: “almost all data from the LINZ Data Service is provided under the Creative Commons Attribution 4.0 International licence.”² The printed map utilises ‘shape’ or vector-based files downloaded from the LINZ dataset, converted for further design within Adobe Illustrator. LINZ was established in 1996 following the disestablishment of the Department of Lands and Surveys, the government department tasked with surveying and mapping New Zealand’s land features and coastline, along with management and administration. The printed version of the map incorporates the Māori place name Ōwheo for the river Water of Leith, and Ōtepoti as the commonly used Māori name for the location of the city of Dunedin, based on the name Ōtepoti, the site of an old tauraka waka (waka landing site).^{3,4}

The online version of the guide uses OpenStreetMap as the basis for the map, with tiles, typography, colours and layers customised via Mapbox. The HTML, CSS and JavaScript files reside in a GitHub repository, and the site is deployed via Netlify to the domain creativedunedin.co.nz. OpenStreetMap uses various sources for its base map, including contributions from local volunteers, and LINZ data. The process of importing LINZ base map data into OpenStreetMap began in 2011 and is continuing throughout 2024 with the ongoing import of streets, buildings and location addresses. LINZ has given public permission to use its LINZ data under a CC-BY licence, back-dated to 2008.⁵

The western/European cartographic history of Aotearoa New Zealand began in the mid 17th century with the arrival of Abel Tasman and continued through to the 1800s with triangulation and geodetic surveying. From the early 2000s global positioning system (GPS) data augmented the LINZ data sets. The classic LINZ Topo50 maps, used by trampers, hunters and outdoor enthusiasts, are now available in vector formats.

The kaupapa of this map, however, is found at an intersection of culture and cartography. The publication is a city map, a thematic map designed to allow wanderers to quickly orient themselves to the inner-city urban area. The typefaces used are derived from sans-serif typeface design, chosen to reduce clutter, and to create space within the surface of the page. Swiss typeface designer Adrian Frutiger once remarked that “typography must be as beautiful as a forest, not like the concrete jungle of the tenements. It gives distance between the trees, the room to breathe and allow for life.”⁶ In these maps the typographic elements aim to make room for both space and relevant arts and culture locations, to guide readers and wanderers, and yet allow opportunities for their own exploration.

The businesses located on the map are local, there are no chain stores or franchises included, which in turn indicates that the owners are residents, invested in locality. The choice of mapped locations is an opinionated selection, not every business or public building is located, rather, consideration is given to what the map designer would like to see.

The bright colour palette in the 2023 edition was derived from the design for the cover, by local designer and animator Toby Eglesfield. The colours were chosen to create a high-contrast colour palette for visibility and accessibility.

Rhiannon Firth, writing about critical cartography, suggests that maps embody power relations,⁷ and in this guide, the editors’ curated selections attempt to take an imagined list of shops and services and map their locations on a landscape, exposing an opinionated topology of needs, that connect community members, designers, retailers shoppers, explorers and wanderers. In this sense the map’s designers, the map itself, and the map’s readers work together, to create a knowledge network.

Gloria Lanci discusses the concept of ‘translation’ in urban art maps, the notion that maps, as a form of art, are expressions to communicate and convey meaning.⁸ Here, the map’s intention is that of exposing and sharing connected communities with the map graphically illustrating a network of practitioner, gallery and retailer-based experiences. The map is a small artwork in itself, a shiny thing to use, and show to others, a collectible.

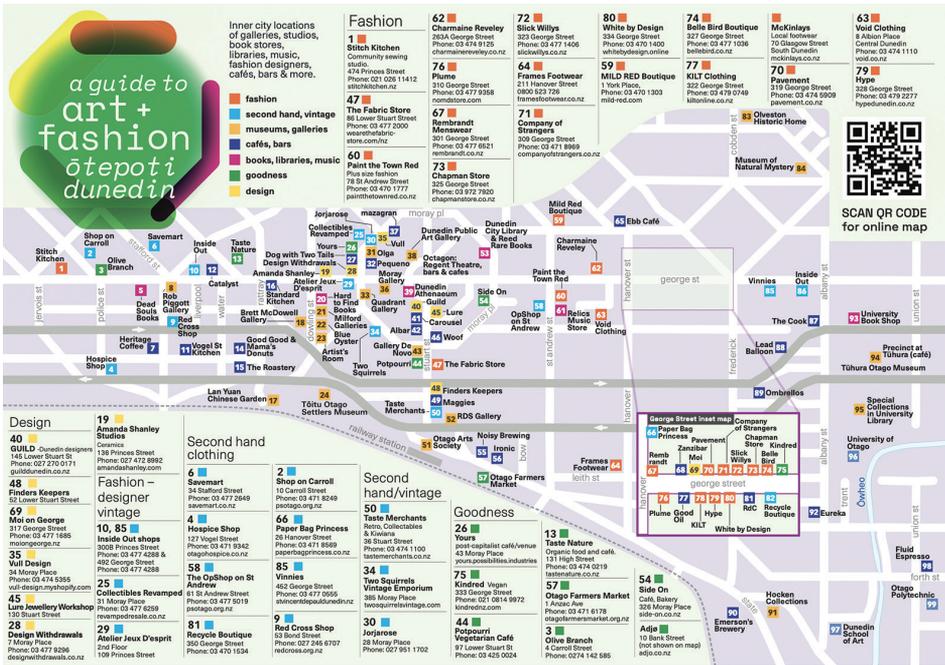


Figure 2. A Guide to art+ fashion Ōtepoti Dunedin, 2023.

Museums, Galleries

21 Brett McDowell Gallery
Dunedin art gallery, 5 Dowling Street, Phone: 03 477 2360
brettmcdowellgallery.com

23 Miffed Galleries
Dunedin art gallery, 18 Dowling Street, Phone: 03 477 7277
miffedgalleries.co.nz

25 The Artist's Room
Dunedin art gallery, 2 Dowling Street, Phone: 03 474 1111
theartistsroom.co.nz

24 Sea Oyster Art Project Space
Not for profit art space, 10 Dowling Street, Phone: 03 479 0197
seaoyster.org.nz

30 Quadrant Gallery
Contemporary jewellery, glass & ceramic works, 480 Morley Place, quadrantgallery.co.nz

26 Tōtō Otago Settlers Museum
Regional history museum, 23 Queens Gardens, totosm.com

32 OGA Gallery
Dunedin art gallery, 32 Morley Place, Phone: 03 479 8844
ogagallery.co.nz

40 Gallery De Novo
Gallery & framing workshop, 101 Stuart Street, Phone: 03 474 9200
gallerydenovo.co.nz

35 Morley Gallery
Dunedin art gallery, 35 Morley Place, Phone: 03 477 8090,
morleygallery.com

20 Len Yuan Dunedin Chinese Garden
39 Queens Gardens, Phone: 03 477 2244,
dunedinchinesegarden.com

48 Otago Arts Society
22 Anne Street, in the Railway Station, Phone: 03 477 9465
otagoartsociety.co.nz

RDS Gallery
Dunedin art gallery, 135 Stuart Street, Phone: 03 974 6583
rdsgallery.co.nz

Creative careers start here...

Food Design Institute
Culinary Arts | Food Design

School of Design
Fashion | Communication | Product | Architectural Studies

Dunedin School of Art
Fine and Visual Arts | Ceramic Arts | Photographic Media Arts

1 New New Corp
Brewery and venue, 218 Crawford Street, Phone: 03 395 6445
newnewcorp.co.nz

7 Dees cafe & venue
262 Princes Street, Phone: 03 229 8220

17 Good Good/Mama's Donuts
22 Vogel Street, Phone: 03 477 9988
goodgood.co.nz

19 Standard Kitchen
201 Princes Street, Phone: 03 474 1338
standardkitchen.co.nz

27 Dog with Two Tails
309 Princes Street, Phone: 03 477 4188
dogwithtwotails.co.nz

34 Pequeño
50 Princes Street, Phone: 03 477 7830
pequeno.co.nz

38 Carusel
141 Stuart Street, Phone: 03 477 4141
carusel.co.nz

10 Heritage Coffee
34 Great King Street, Phone: 03 470 1043
heritagecoffee.co.nz

46 Morning Maggie
354 Great King Street, Phone: 021 540 837

52 Ionic
36 Morley Place, Phone: 03 477 9988
ionic.co.nz

65 The Good Oil
214 Great King Street, Phone: 03 479 9900
thegoodoil.co.nz

62 Zanzibar
311 George Street, Phone: 027 771 0800

74 Roc
143 George Street

77 Ombrélos
19 Canal Street, Phone: 03 477 8773
ombrélos.co.nz

Cafés, Bars

78 Emerson's Brewery
70 Anzac Ave., Phone: 03 477 1812
emersons.com

81 The Captain Cook Hotel
inc. Dive & Sals
354 Great King Street, Phone: 03 477 3603
captaincook.co.nz

88 Fluid Espresso
138 Stuart Street East, Phone: 03 474 0464

15 Catalyst
289 Princes Street, Phone: 03 477 8128
catalyst.co.nz

78 Emerson's Brewery
70 Anzac Ave., Phone: 03 477 1812
emersons.com

9 Dees Soul Books
393 Princes Street, Phone: 03 470 1540,
deesbooks.co.nz

50 Dunedin City Library
230 Morley Place, Phone: 03 474 2830,
dunedinlibraries.govt.nz

Galaxy Books
81 Great King Street, (not shown on map), Phone: 03 477 9700

22 Hard to Find Secondhand Bookshop
20 Dowling Street, Phone: 03 477 8518,
hardtofind.co.nz

9 Paper Plus Books
Gibson Centre, (not shown on map), 393 Princes Street, Phone: 03 477 8898,
paperplusbooks.co.nz

Whitcouls
143 George Street, (not shown on map), Phone: 03 955 3132,
whitcouls.co.nz

83 University Book Shop & The Children's Room and Bookshop
Temporarily at 351 Great King Street, usually at 378 20 Dowling Street, Phone: 03 477 0976,
unibooks.co.nz

Figure 3. A Guide to Arts & Fashion in Dunedin, 2021, cover design Denise Narciso.

Creative careers start here...

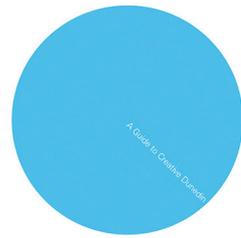
Dunedin School of Art
Ceramics > Electronic Arts > Drawing > Painting > Photography
Printmaking > Sculpture > Textiles > Jewellery and Metalworking
Art Theory and History

School of Design
Communication > Fashion > Interior > Product
Design Enterprise > Creative Studies

OTAGO POLYTECHNIC
www.op.ac.nz
0800 762 786

Guide to Creative Dunedin

Locations of Galleries, Studios, Fashion Designers, Cafés, Stores & more.



Welcome to this Guide to Creative Dunedin.

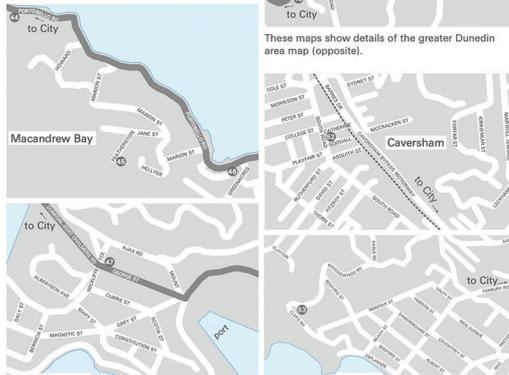
For many years we've known that Dunedin nurtures and sustains some of the best fashion designers and artists in New Zealand. The aim of this map is to give visitors and locals a guided trail to the doors of galleries and stores that showcase great local arts, fashion and design.

So pop this paper in your pocket or bag and go shopping!

This map has been designed and printed in Dunedin by people who love its vibrant culture and environment. Available free around Dunedin, including cafes, shops, galleries, theatres and accommodation spots.

Produced with assistance from the Dunedin City Council.
Thanks to James Dignan, Lucinda McMeeken and Cara Paterson.
Distribution enquiries and suggestions to: info@fcd.nz.nz © 2012 Marie Kean
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- Artist studio**
Dorian Studio and Gallery | Coronation Hall, 852A Portobello Rd, Portobello
Manu Berry Studio (Manu Berry, Max Bellamy and Emma Chalmers) | Top Floor, 140 George Street, Port Chalmers, 021-600-6523, manuberry@gmail.com
Scapes Studio/Gallery | 324 South Road, Caversham, 021-342888, scapesgallery@btinternet.co.nz
Tory Tarasiewicz Studio | 11 Featherston Street, Macandrew Bay, 011-0239-8727, tarasiewicz@gmail.com, by appointment only
- Design**
Roadside Attraction | Main Rd, Waimumu, 011-044-8923, https://www.facebook.com/pages/Roadside-Attraction/7689345085
Fashion (at home) | jpevelery | henneweiss
- Gallery**
Bellamy's Gallery | 495 Portobello Road, Macandrew Bay, 476-1800, bellamy@clear.net.nz, www.pastellbellamy.co.nz
Gallery at Glenfithich | Glenfithich Gardens, 430 Portobello Road, 011-054-8595, www.abartios.org.nz/garden.html
Olga Peninsula Potters' Group | c/- 8 Bacon Street, Broad Bay, 0949-966666@xtra.co.nz
Portobello Gallery | 2 Henwick Street, Portobello, 478-0551, virginiamorris@btinternet.com
- Printmaking Studio**
Lynn Taylor | 47 Baconfield Rd, Portobello, 478-0983, accoster@clear.net.nz, www.facebook.com/pages/Lynn-Taylor/021-8933420928
- Jewellery**
Idour Jewellery | 58 Cliffs Road, Street, Clac, 455-0121, www.jewelleryidour.co.nz



These maps show details of the greater Dunedin area map (opposite).

Figure 4. Guide to Creative Dunedin, 2012, cover design Lucinda McMeeken.

The online version of the map provides an alternative to the printed paper map. It is easier to update, as the updating requires only editing the web pages, so the online map is often the most up-to-date version. The online map is not constrained by page edges, so many locations are mapped beyond the geospatial limitations of the printed map, extending to regions of Otago Peninsula and South Dunedin. In this way, the printed paper map can only be an introduction to the mapped landscape of the walkable centre of the arts and fashion in Ōtepoti, while the broader online map functions as a persistent snapshot of current and further-flung locations. However, the paper map may be seen as more relevant in the presence of overwhelming digital alternatives, such as Google Maps and Bing Maps. While Google Maps offers the ability to add opening hours, contact details, and photos to the listings of individual sites, these paper-based maps and guides offer the attraction of discoverability, event-based distribution, and the opportunity to engage with a surface that is bigger than a mobile phone.

How does this work help to shape community? The power of illustrating the city's cultural neighbourhoods is to identify the city's cultural assets, defining and supporting visitor experiences of the cultural landscape within the city. Retailers have reported visitors and wanderers saying they are "on a trail" and "continuing a journey of all the shops, galleries and museums", which suggests a connectedness, and proximal linkages between locations.

To conclude, I welcome you to pick up 'A Guide to Arts and Fashion in Ōtepoti Dunedin' and set out on your own path of discovery. If you are not currently in Ōtepoti Dunedin you might prefer to visit the guide online, here: <https://createdunedin.co.nz/>



Figure 5. Arts & Fashion in Dunedin, 2006, design Aimee Glensor.

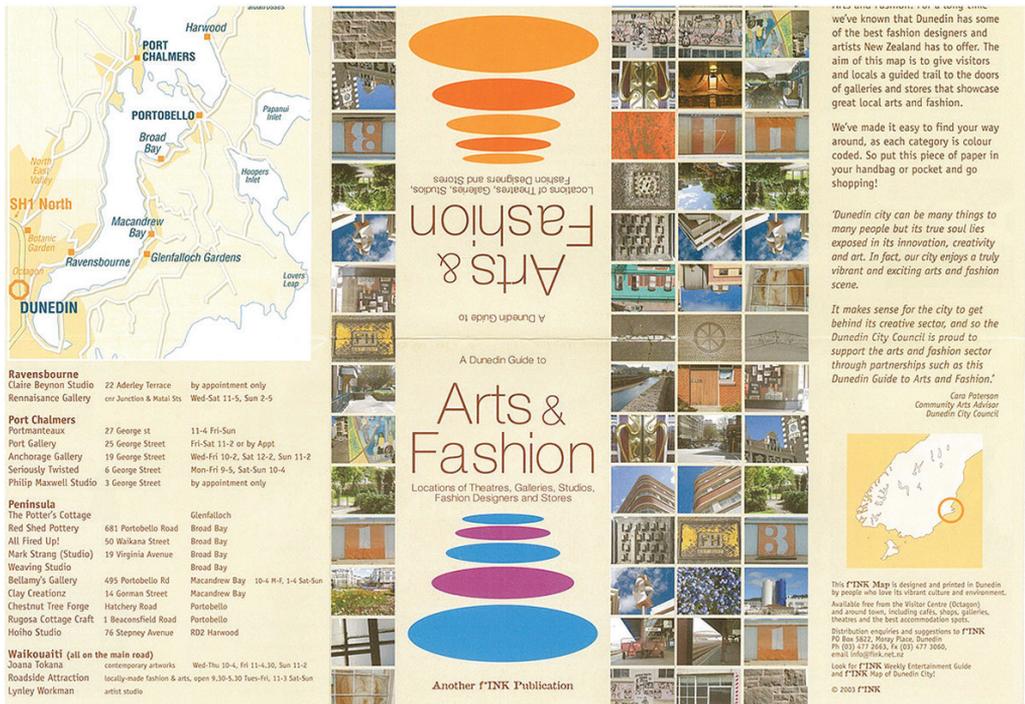


Figure 6. A Dunedin Guide to Arts & Fashion, 2003, cover design Aimee Glensor.

Acknowledgements

Many designers, musicians and artists have worked on and contributed to editions of this publication over the years 2003, 2006, 2009, 2010, 2012, 2019, 2021 and 2023, including Prof Caro McCaw, Meg Brasell-Jones, Aimee Glensor, Donald McPherson, Cara Paterson, Lucinda McMeeken, James Dignan, Denise Narciso, Tracy Kennedy, Toby Eglesfield, and Prof Margo Barton.

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- 1 Oxford English Dictionary, s.v. "wander (v), sense 1.1.a," June 2024, <https://doi.org/10.1093/OED/9504043607>.
- 2 Use of CC BY 4.0 licensed data in OpenStreetMap, <https://blog.openstreetmap.org/2017/03/17/use-of-cc-by-data/>, accessed 26 May 2024.
- 3 Ngāi Tahu Atlas Kā Huru Manu, <https://kahurumanu.co.nz/atlas/>, accessed 26 May 2024.
- 4 Te Taura Whiri i te Reo Maori (1989) Ngai Tahu 1880. H K Taiaroa. (Unpublished typescript) [English translation of two original notebooks in Te Reo Maori of place names related to mahinga kai compiled by H K Taiaroa in 1880 from information provided by Ngai Tahu informants]. Ngai Tahu Archive. Collection 140. Item D301, Box 102, D. Wai-27. Wai-27 Doc – R30 – Book "Ngai Tahu 1880." Macmillan Brown Library Archives Collection, 89.
- 5 Open Street Map LINZ data import, https://wiki.openstreetmap.org/wiki/LINZ#Status_@_March_2024, accessed 26 May 2024.
- 6 Adrian Frutiger quote, <https://www.joshuadeakin.co.uk/work/adrian-frutiger>, accessed 11 June 2024.
- 7 R Firth, . Critical Cartography. *The Occupied Times*, 2015, <https://theoccupiedtimes.org/?p=13771>
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