

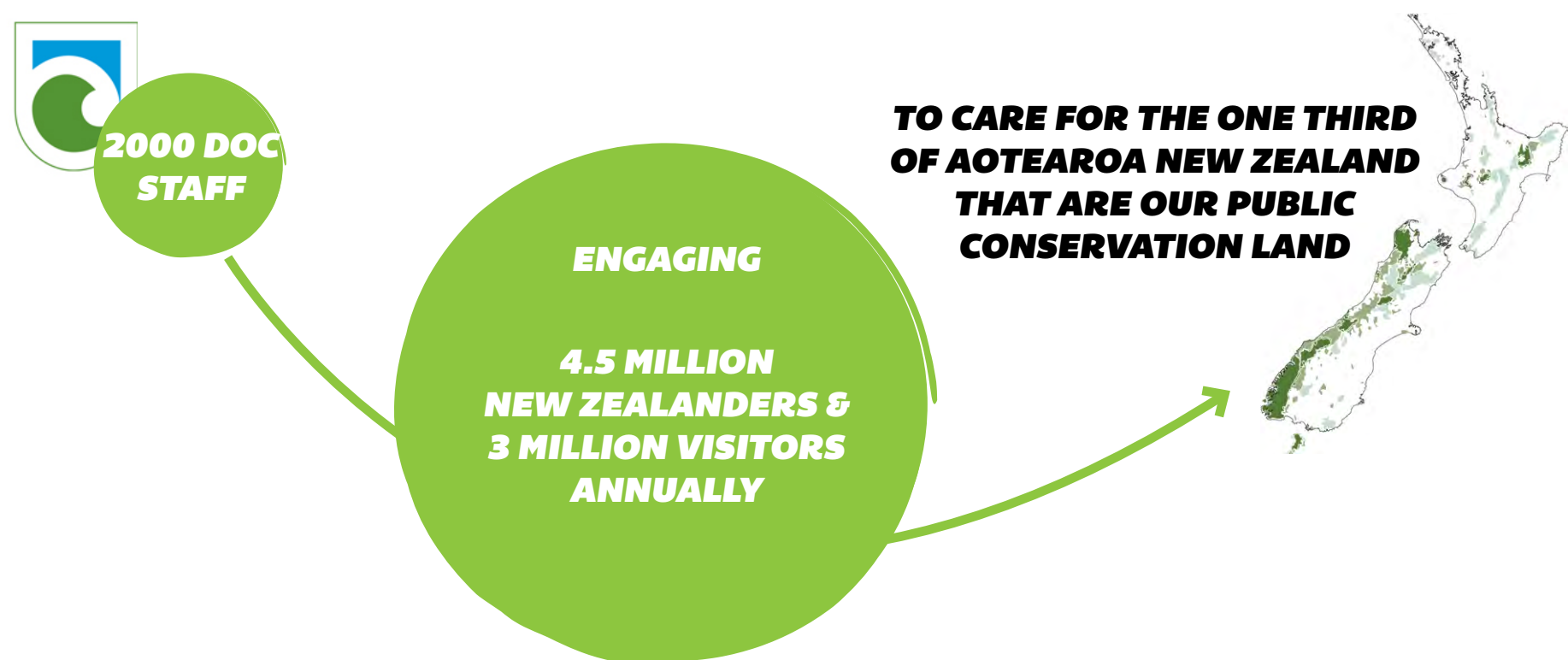
GROWING THE APPEAL OF ARTHUR'S PASS NATIONAL PARK:

AND WAYS TO BETTER DRAW PEOPLE INTO CONSERVATION BASED VALUES AND ACTIVITIES



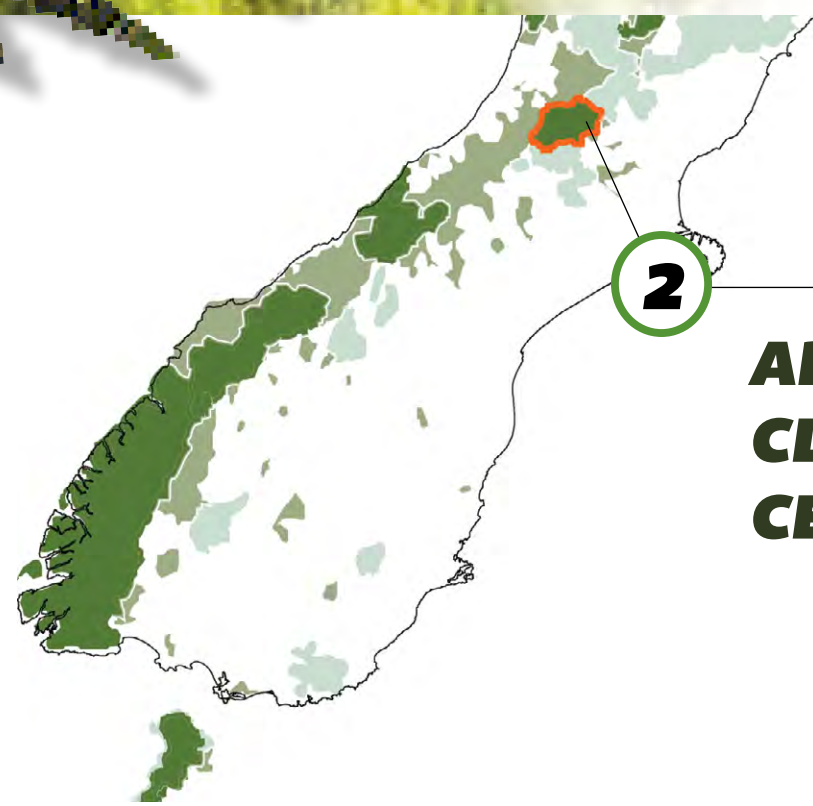
CONTEXT

1
OPPORTUNITY TO DRAW GROWING NUMBER OF VISITORS INTO CONSERVATION-BASED VALUES AND ACTIVITIES



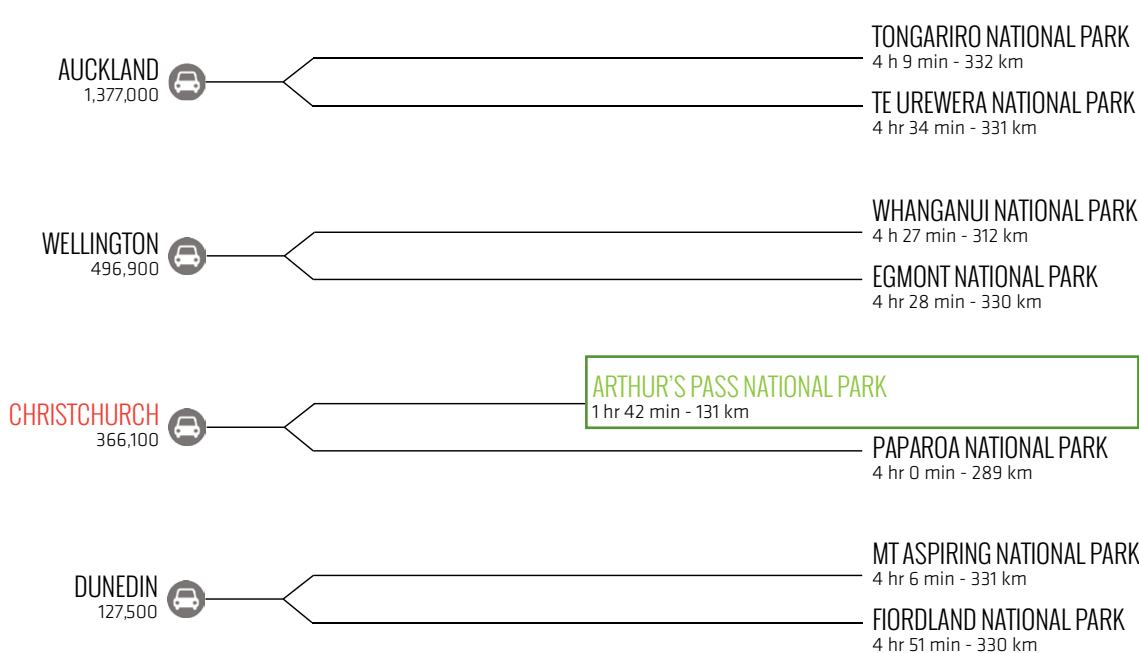
4
'BEST PLACE IN THE WORLD' TO ENCOUNTER NZ'S MOST CHARASMATIC BIRD - THE KEA

= **Opportunity of using kea to entice people into a conservation mindset**



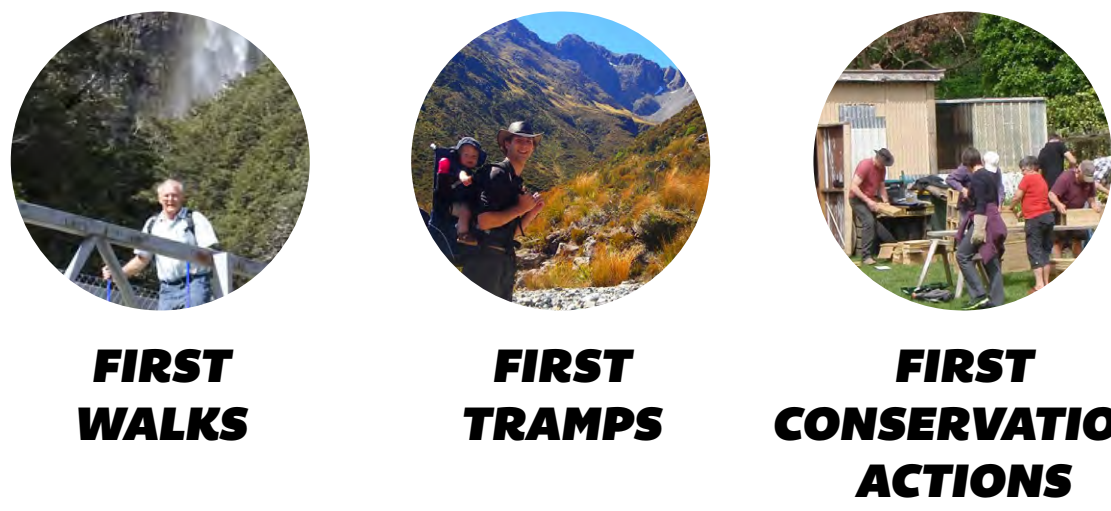
2
ARTHUR'S PASS NATIONAL PARK CLOSEST NZ NATIONAL PARK TO A MAIN CENTRE

= **The most suitable of all National Park sites to apply DOC's urban focused Healthy Nature, Healthy People ethos**



3
THIRD MOST POPULAR PARK FOR NEW ZEALANDERS

= **Opportunity to present the village as the hub for first National Park/public conservation lands experiences**



5
HIGHLY SCENIC 2 HOUR/100KM CONSERVATION DRIVE FROM PORTER'S PASS TO JACKSONS

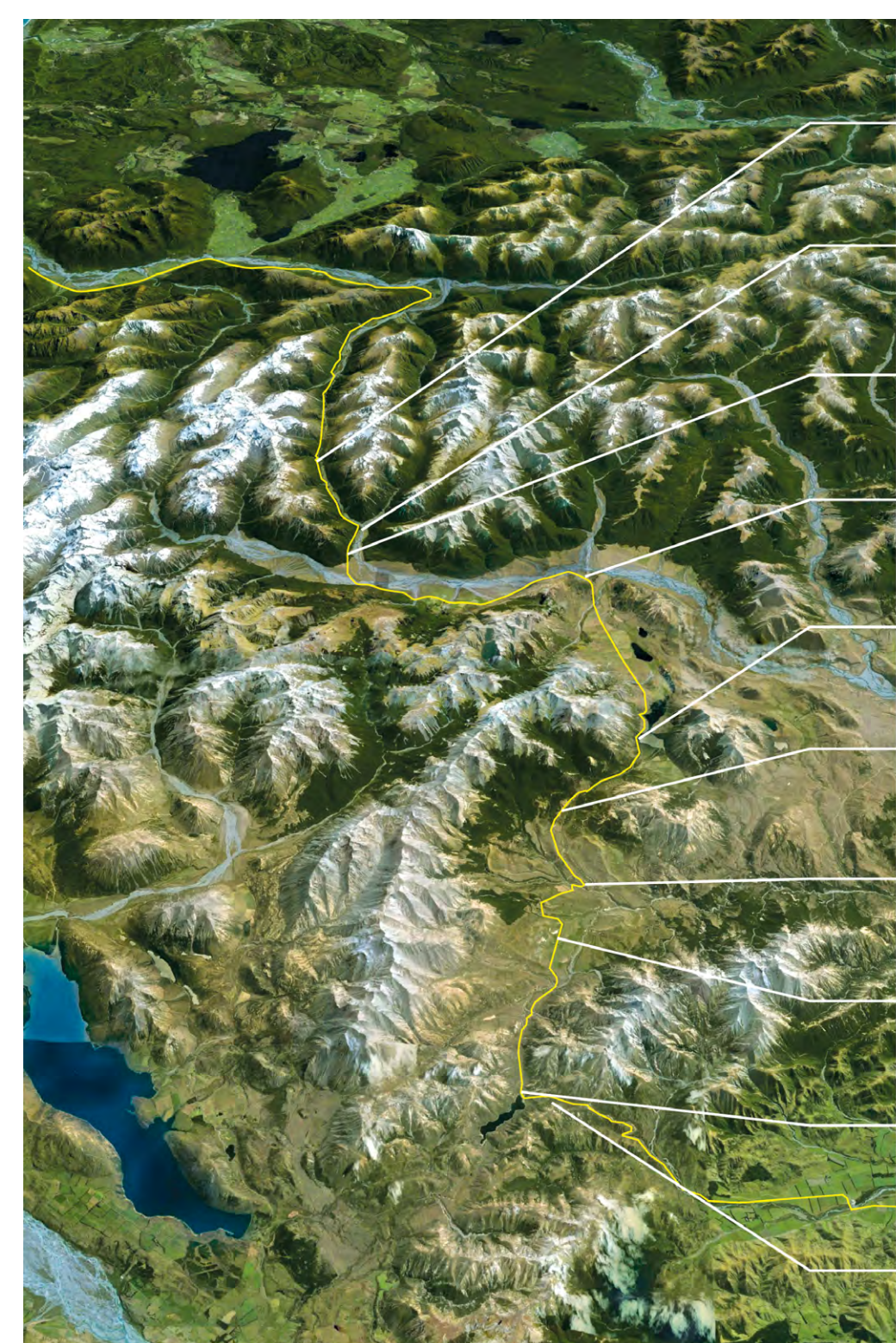
= **Significant opportunity to present a structured suite of roadside experiences to the half million cars travelling through each year**



TWO KEY SITES: THAT CAN HELP ENGAGE NEW PARTICIPANTS IN CONSERVATION ACTIVITIES AND VALUES...

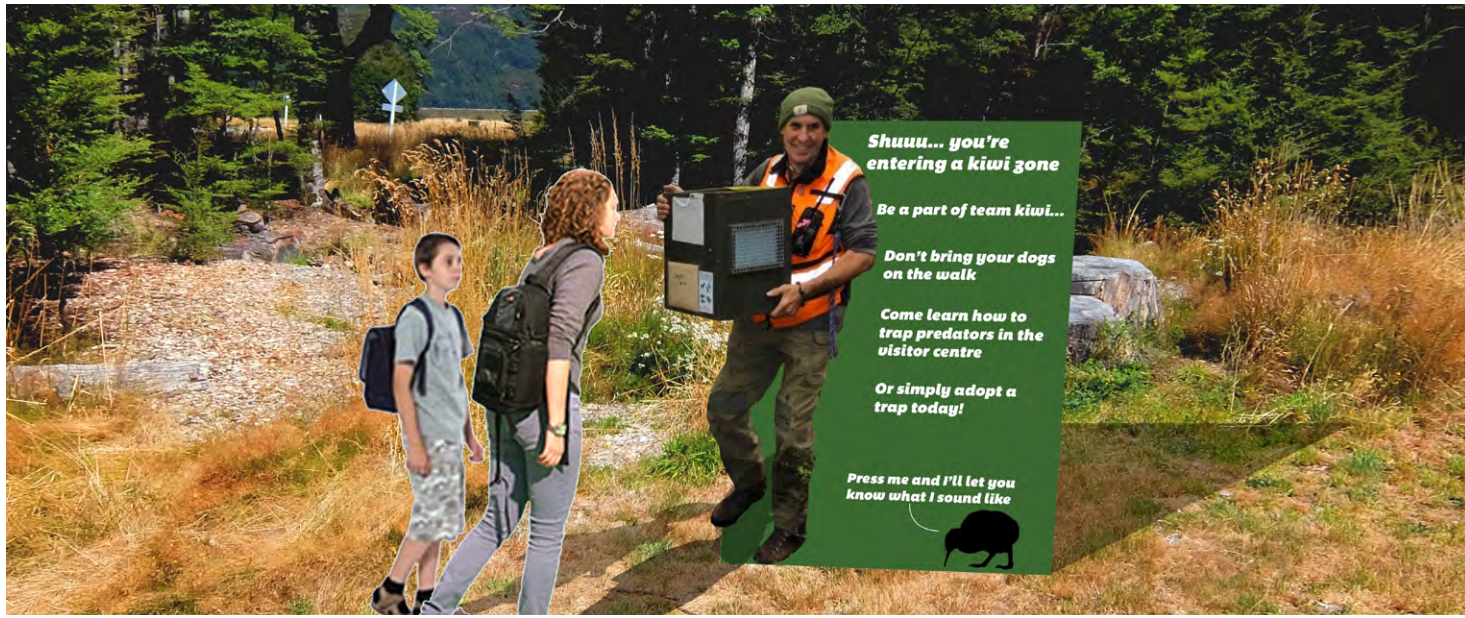
KEY SITE 1: ARTHUR'S PASS NATIONAL PARK HIGHWAY

A
LEVERAGING OFF EXISTING SITES THAT MEET BOTH PRACTICAL AND ASPIRATIONAL VALUES



1. ENTRANCE TO APNP HIGHWAY
2. LAKE LYNNDON
3. KURA TAWHITI
4. CAVE STREAM
5. CRAIGIEBURN FOREST
6. LAKE PEARSON
7. MOUNT WHITE BRIDGE
8. KLONDYKE CORNER
9. GREYNEY SHELTER
10. TEMPLE CARPARK

B
ACTIVATING INTERPRETATION OPPORTUNITIES TO CONVEY FOCUSED CONSERVATION AND OTHER VALUES



10 Sites
= 10 times to 'sell' Arthur's Pass village
= More likely for visitors to spend time and money in the village, as the parkway distribute engage with conservation values and support associated businesses in the village

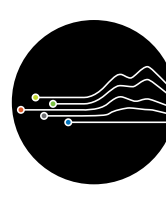
C
PRIMING VISITOR'S EXPECTATION OF ARTHUR'S PASS VILLAGE AS A DESTINATION



Signage system with current distance to Arthur's Pass Village displayed consistently - creates an expectation in visitors that makes Arthur's Pass Village the must-do stop and explore at the village

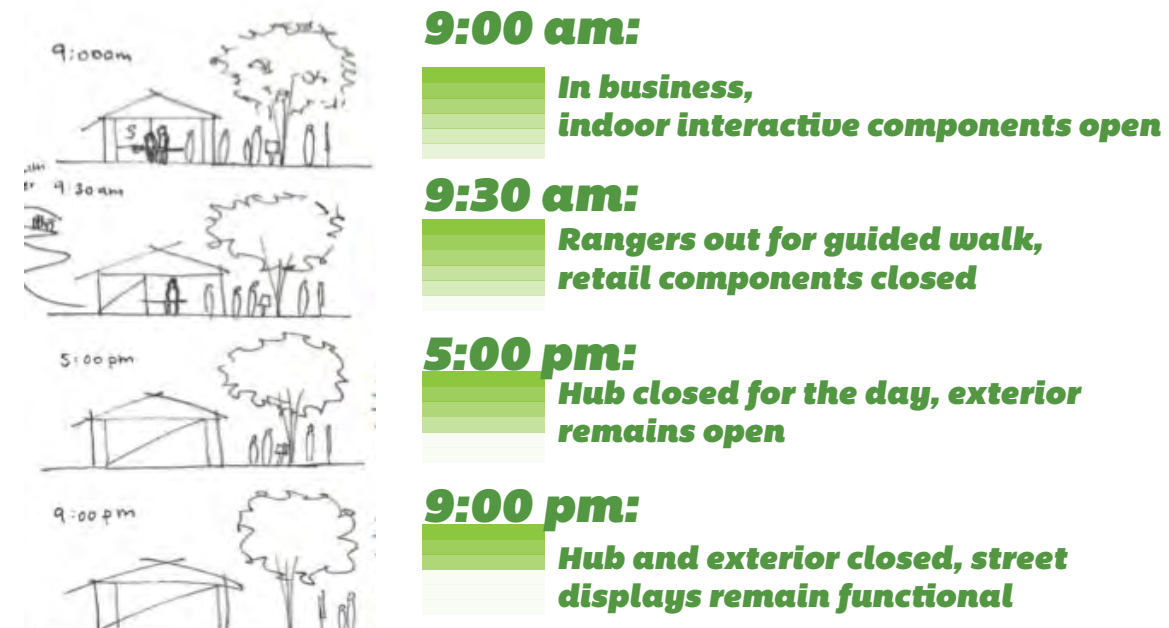


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Te Papa Atawhai



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KEY SITE 2: FOCUSED CONSERVATION HUB



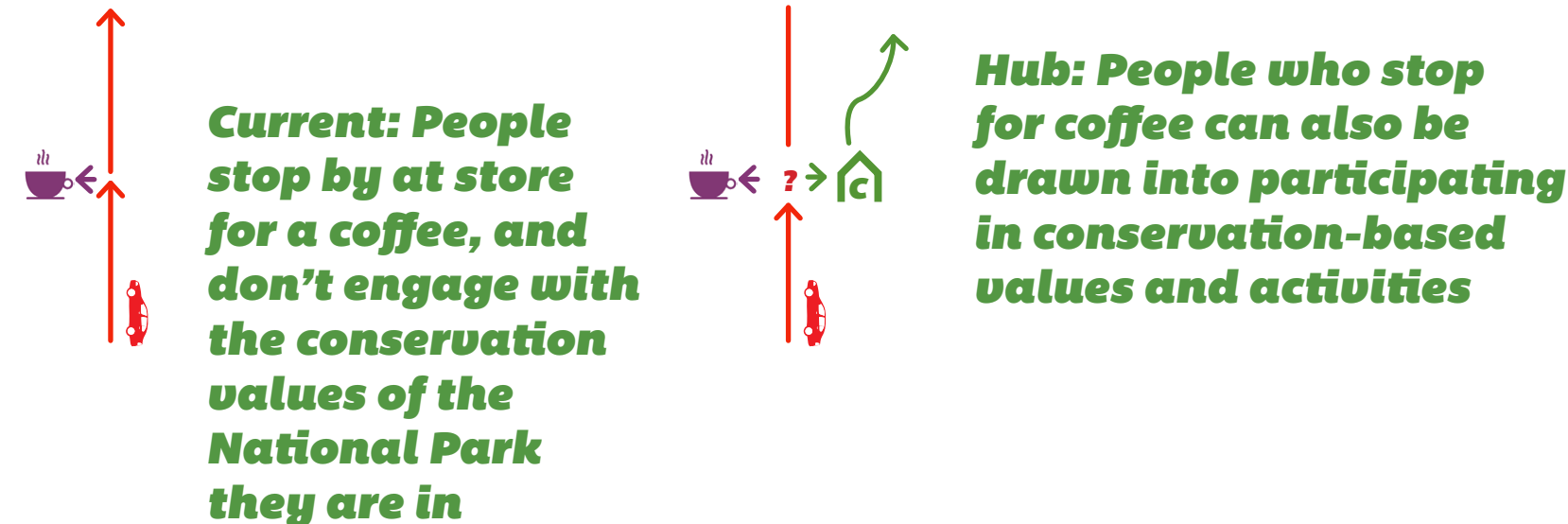
A
ADAPTABLE BUILDING DESIGN TO ENSURE YEAR-ROUND INVITATION FOR PEOPLE TO ENGAGE IN CONSERVATION

B
COMPLEMENTARY FUNCTIONS TO BEST SUPPORT MAJOR BUSINESS IN THE VILLAGE

C
CENTRAL ISLAND WHERE INTERACTIVE CONVERSATION WITH RANGERS TAKE PLACE

D
TARGETED COMMUNICATION OF THE IMPORTANCE OF SAFE HUMAN-KEA INTERACTIONS

E
WORKS IN SERVICE OF ‘ACCIDENTAL ENCOUNTERS WITH CONSERVATION’



Current: People queue at a counter to get information from a ranger

Hub: All key information distributed around the walls with rangers acting as supporting interpretators

WEATHER

FIRST TRAMP?

RECORD YOUR KEA SIGHTINGS

DESIGN RESEARCH PROCESS

This project began with site visits to the national park and its village, in which we identified the essential information for people's experience in the park. With these findings and interviews, we came away identifying potential for the department in Arthur's Pass National Park and Village to better draw people into conservation-based activities and values.

Through research and design explorations, we have identified ways for the Department of Conservation to achieve the potentials above, which can help grow the park and village ecologically, economically and socially.



Project Contributors:

- Mick Abbott
- Jacky Bowring
- Kate Blackburne
- Woody Lee
- Tenille Pickett
- Kingsley Timpson
- Andy Roberts
- Christchurch Committee
- Arthur's Pass Village DOC Team and community



Designlab works to create environmental value in significant environments as a means to also generate social and economic value. Our work draws on prior studies across a range of disciplines as a means to develop critique and visualise future based scenarios.

We work with government, iwi, industry, and community partners, and findings take the form of research publications, industry reports, and design productions.

About Lincoln University Designlab

Recent and current project partners include:



Dr Mick Abbott (PhD, MLA, B.Arch)

Dr Mick Abbott is Associate Professor of landscape architecture, Head of Lincoln University's School of Landscape Architecture, and Co-Director of Lincoln University's DesignLab. He is the current chair of the Canterbury Aoraki Conservation Board, co-founder of the Kiwi Ranger children's programme, former chair of the Inspiring Stories Trust, and a regular columnist for NZ Wilderness Magazine. He is widely published and has edited and co-edited of a number of books including: Beyond the scene; Wild hearts; Making our place; and Looking forward to Heritage Landscapes. He has undertaken extensive field work studying protected areas in North America, Asia, Europe and Australia, with active collaborations in China, UK and North America.

Dr Jacky Bowring (PhD, Dip LA, BSc)

Dr Jacky Bowring is Professor of landscape architecture at Lincoln University's School of Landscape Architecture and Co-Director of Lincoln University's DesignLab. She is the editor of Landscape Review, an international journal of landscape architecture, and author of A Field Guide to Melancholy. She is an internationally recognised expert in memory and heritage including articles for the journal Change Over Time, and Harvard Design Magazine. Jacky has worked on important heritage sites in Aotearoa New Zealand, including preparing the Sense of Place study for the Cook Landing Site in Gisborne, for the Gisborne District Council.

Selected DesignLab projects:

