

WHAKAWHITI/EXCHANGE

pūrākau

international poster project

xavier meade

mediarts

wintec

aotearoa | new zealand



Jesús Helguera (1912-1971)

impact8

borders and crossings:
the artist as explorer • 2013

3 countries



aotearoa



méxico



cuba

11 artists

aotearoa



denis o'connor
waiheke island



natalie robertson
auckland



michael reed
christchurch



xavier meade
whaingaroa & mexico



carlos peZ
méxico city



arturo meade
méxico | nyc



yescka ASARO
oaxaca

mexico



giselle monzón
habana



eric silva
habana



michele miyares
habana



claudio sotolongo
habana

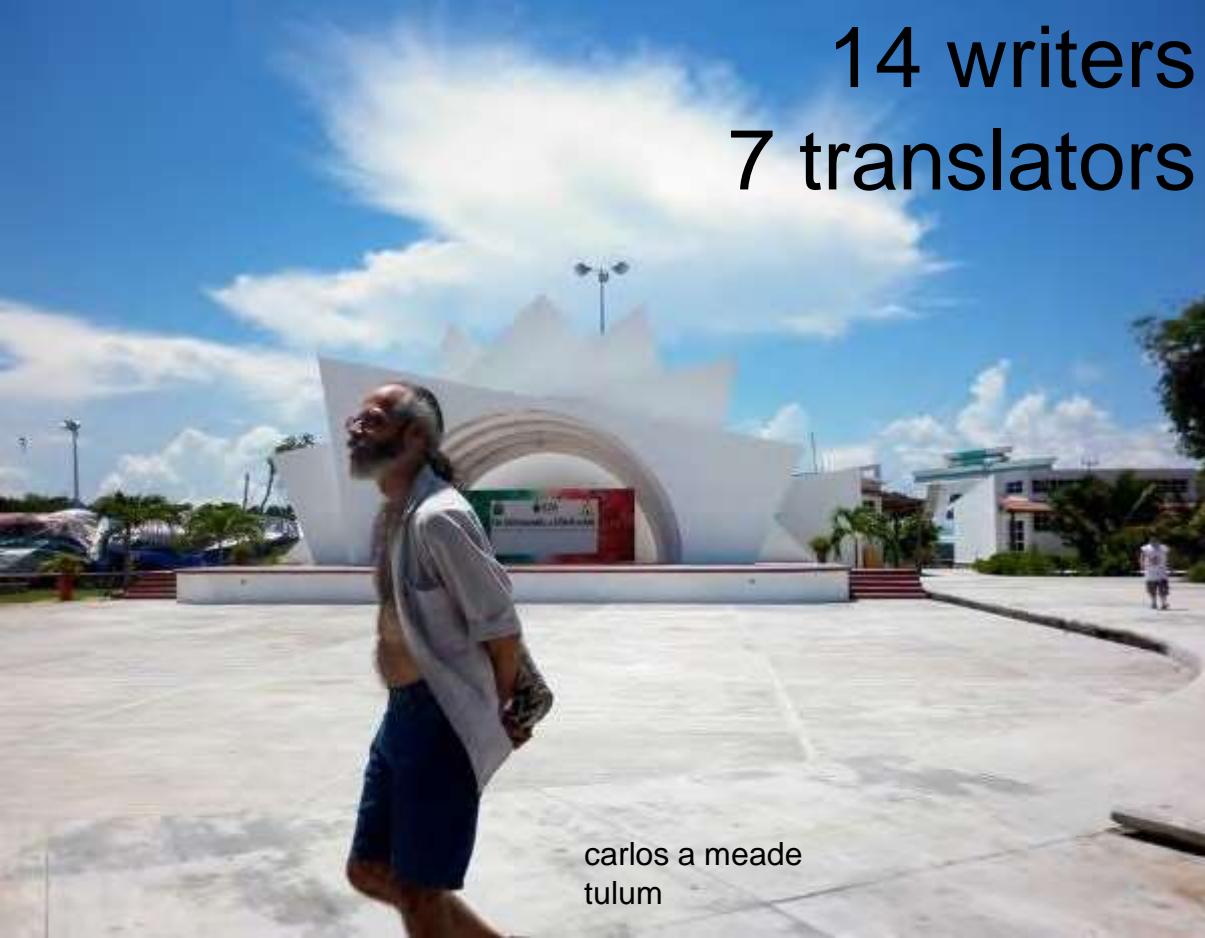
cuba

A photograph of a woman with dark hair, smiling broadly and laughing. She is wearing a white sleeveless top with colorful embroidery along the neckline and hem. She is holding a large, light-colored rectangular object, possibly a piece of paper or a book, in front of her chest. In the background, there is a metal staircase railing and a fountain with water and flowers. The setting appears to be an indoor garden or conservatory.

one
cuban
curator

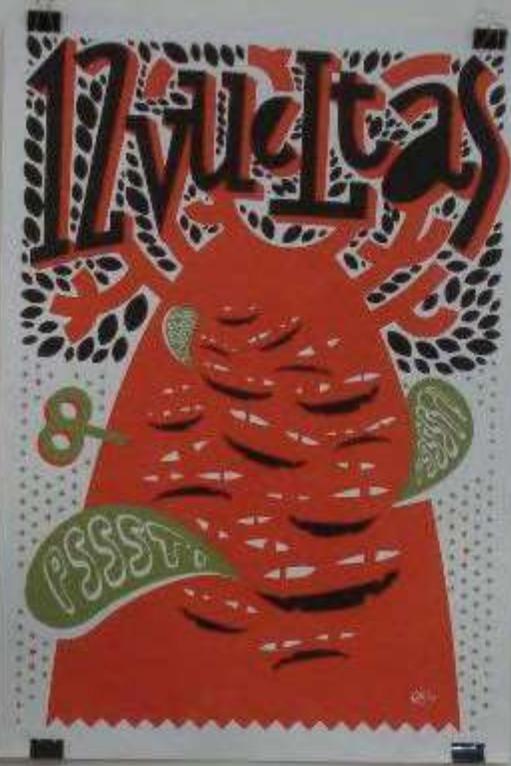
flor de lis
lópez
hernández

14 writers 7 translators





carolyna



translations, logistics, packing, exhibition technician and
all round aroha and support

8 printing studios



CPIT christchurch, aotearoa | nz



michael & sam reed
CPIT chch

chanty editores
méxico d.f.



Agustín Azuela







justino rodríguez at ICAIC printing
studio, Havana 2006



ICAIC printers
havana 2010

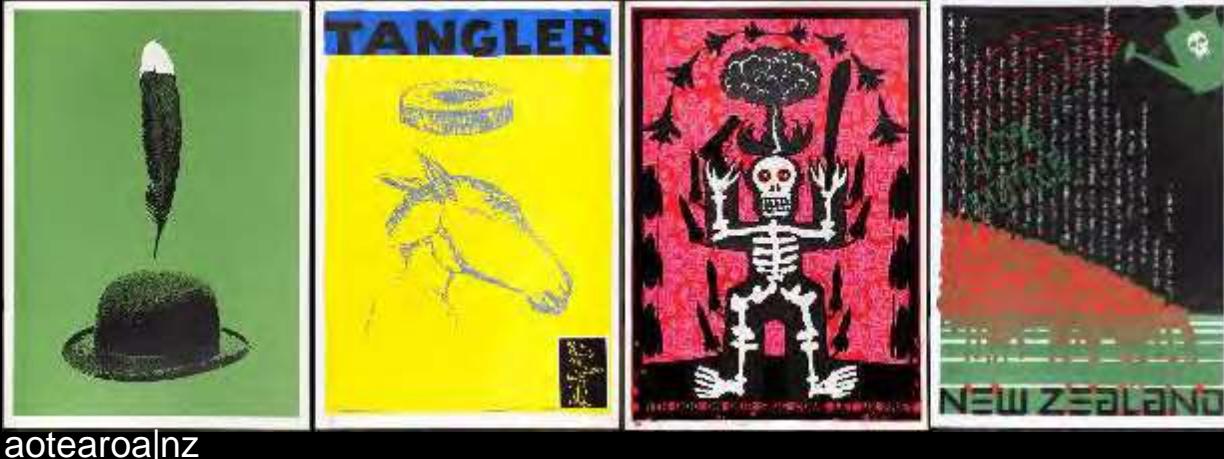


12 posters

edition of 50
printed and signed

12 stories 4 essays

English|Spanish|Te Reo



aotearoa|nz



cuba



méxico



RAMP PRESS



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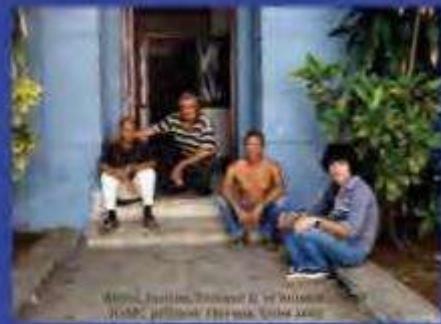
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the respective artists and writers.

Xavier Meade

François Lal

printed in Hamilton, New Zealand

Carolyne Hart-Mead (Kākahu Taiao, Whanganui Coast),
Te Mana Rauhī (Parihaka, Taranaki), Angelina
Greenhill (Whatawhina, Rotorua), Manu Moore (Medarts
Head of School), Siron Podes (Wintec Research Direc-
tor), David Cook (Medarts Research Leader), Michelle
Maye (manatūranga), Nick Spratt (Room 107 Gallery,
Auckland), Jon Rymer (Elm School of Art, Auckland),
Danny Butt



Kirkirino (Hamilton, Aotearoa) / New Zealand

Nilda Blanca (Cucurú Flor de Icic López Hernández)

Justino Rodríguez (jefe de taller) & team, ICAC, Primary,
Havana, Cuba

English to Maori: Te Rito Papesch

English to Spanish: Xavier Carmen & Gary Meade

(from September 2002 to March 2003)

CUBA-Instituto Superior de Diseño Industrial, Havana
(coordinadora: Ileana Icic López Hernández)
MÉXICO: Universidad Modelo, Mérida, Yuc. (Coordinadora:
María Luisa Barba) & Casa de la Ciudad, Oaxaca (coordinadora:
Leticia Díaz Ramírez)

AOTEAROA • Paritaka International Peace Festival (Jocelyn
Milford) • Te Ao Maroma Festival, Whanganui Rādian
(Angelina Greenhill) • Raum-Gallery, Wintec Hamilton
(Janice AbiGailis)

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about+writers

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Hermano(s)
Kia ora

This poster collection is the creative response by artist amigos from Aotearoa to the invitation to design a poster and write a text about a liberator/activist from these Islands whose work resonates personally with them.

The designs were printed in the legendary screenprint shop of the ICAC (Instituto Cubano de Arte e Industria Cinematográfica) in Havana, Cuba. The ICAC printers have produced seminal posters vital to the Cuban Revolution, and cinema and education since 1959. Justino and Enrique have worked in that print shop for more than 40 years and Justino's team did a great job under basic conditions that have not changed since the Revolution. They don't have a computer, making the communication 'old style' and the designs had to be sent by courier. They only use manual techniques. The designs are hand cut and their colour system - they call it 'vieja' - amounts to using whatever they have on the shelves. Nevertheless, Ahului, the colourist, managed to get all the colours right.

For reasons no one can explain, the designs stayed at the Cuban customs office for two months, putting pressure on the printers first to 'liberate' the artwork and second to meet the deadline. Then we got the news from my main contact in Havana, Nilda Blanca, 'Cuqui', that the printery was closed because there was no

poster project aotearoa liberators



previous experience



gathering
the poster sets



havana, cuba



Casa del Benemérito de las
Américas de La Habana Vieja

first exhibition



ISDi habana cuoa





12 laps around the ceiba



salud!

Purákau

myths & legends mitos y leyendas



posters y textos de
aotearoa nz, cuba y méxico
casa de la cultura de tulum
13 a 24 de septiembre 2010



EXPOSICIÓN COLECTIVA DE **CARTELES**

Purákau | mitos & leyendas



CUBA | MÉXICO | NUEVA ZELANDA

PURAKAU
PURAKAU
PURAKAU

MITOS Y LEYENDAS DE TRES NACIONES

CUBA MÉXICO

PURAKAU

INVITACIÓN



e.t.c.

aw

selected exhibitions



casa de la cultura • tulum • méxico



central post office•
valencia • spain





HEROIS
dell 7 de febrer
al 25 d'abril de 2011



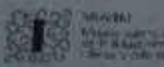
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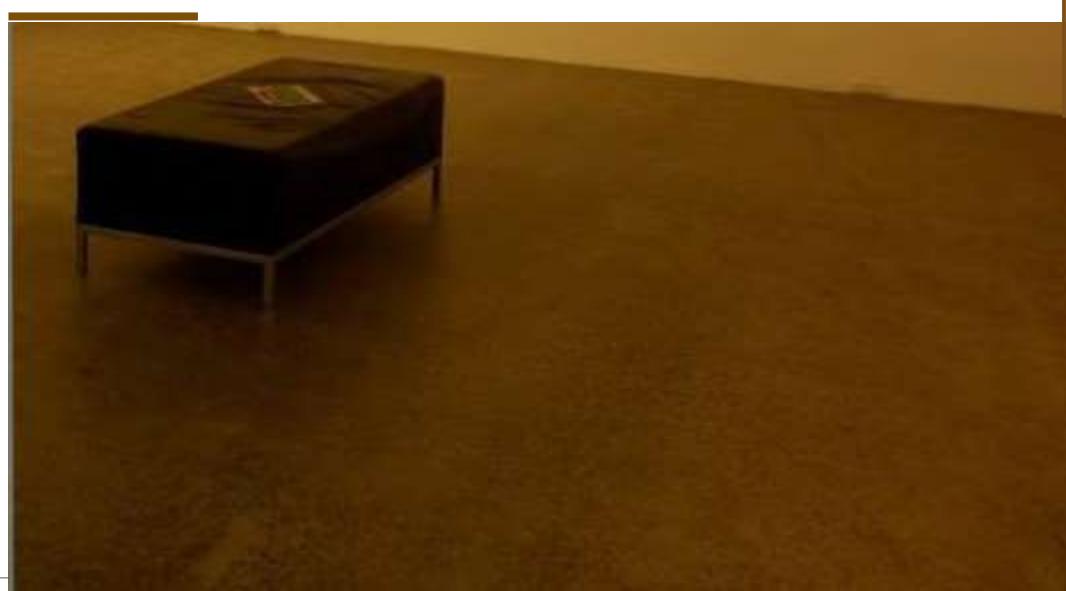




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Waikato Museum

public collections

ISDi, Havana, Cuba

IAGO, Oaxaca, Mexico

Museo Nacional de la Estampa, Mexico City

MuVIM, Valencia, Spain

CPIT, Chch, NZ

Waikato Museum, NZ

Te Wananga o Aotearoa

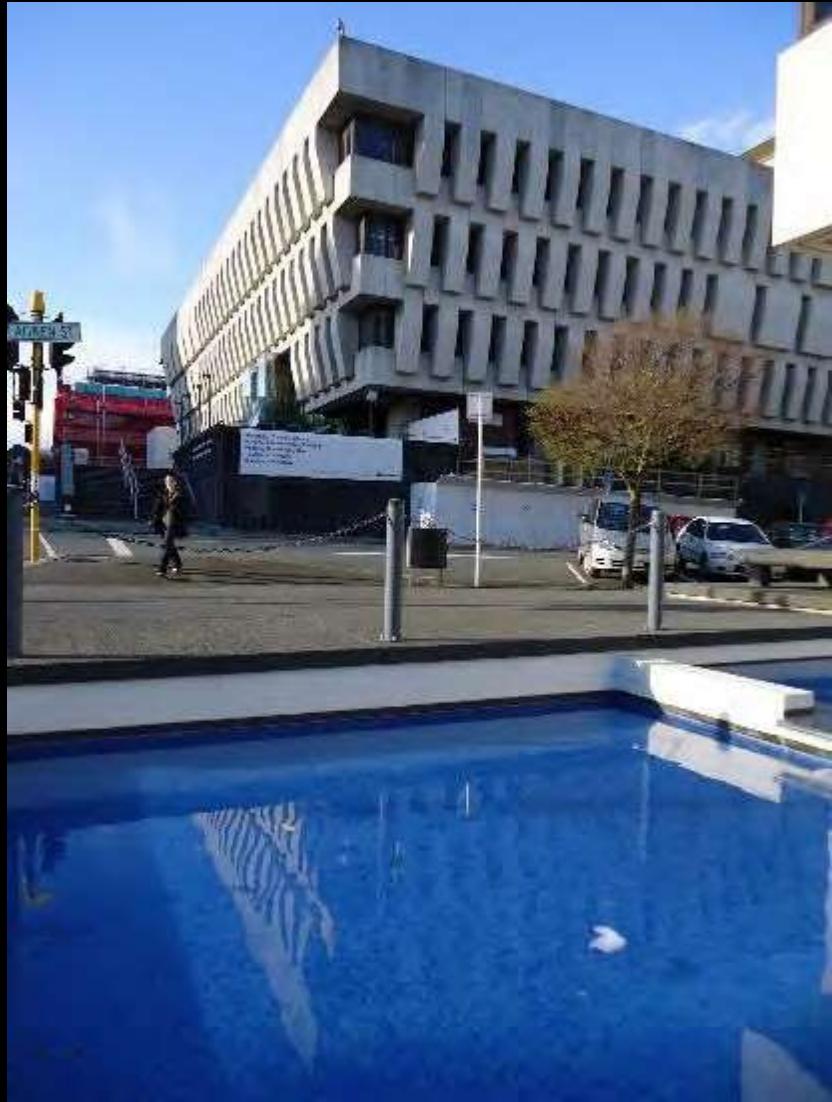
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National Library of New Zealand

Raglan and District Museum, NZ

Raglan Area School, NZ

Royal Scottish Academy, Edinburgh



National Library of New Zealand

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gracia
s
thanks

