

## Supporting...

"One of the most appealing aspects of this project is the opportunity it will offer young people to learn about Peter's achievements and be encouraged to work hard towards their own goals. Peter enjoyed the freedom and opportunity of a New Zealand upbringing; he had the love and support of a close family that shared a passion for sailing. Like many New Zealanders of his generation he did not see the barriers just the opportunities and the adventure.



When I was approached about developing an exhibition as a tribute to Peter I was delighted to give it my support because I could see it would be a place for families to have fun and learn together. I felt that this was something that Peter would support as it would show others his world, tell the stories of his favourite races including the Jules Verne and of course the success of the America's Cup. At the same time it underscores the qualities that were important to him - friendship, teamwork and loyalty.

**Peter's positive outlook was infectious; people were attracted to him because he was confident and passionate about what he did. This tribute to him captures the essence of those attributes and I have no doubt it will be a lasting source of inspiration for generations to come. Pippa Blake**

"...The important thing in any project is people – everything else is insignificant. You can have the biggest ideas in the world but unless you can pull the idea down from the sky and make it happen you're just wasting your time. Those people who can pull things out of the sky, they're the special ones, and Peter was one of those.



**Peter had a special magic – I always called it "Peter's glue". All his guys were held so tightly together by Peter's special glue. He'd work hard to get the best out of people. Peter's glue – so simple a word, so true of the man. A great guy and a loyal, inspiring leader." Sir Tom Clark, April 2005.**

**For more information  
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Cnr Quay & Hobson Streets, Viaduct Harbour, Auckland.



New Zealand Government

# Blue Water Black Magic

## A TRIBUTE TO SIR PETER BLAKE

A new museum experience for New Zealand



Photo by Don Robertson

“

Whatever the area, **fulfilling one's potential** requires worthwhile goals, ruthlessness in setting standards and the **courage** to avoid the soft options that constantly present themselves.

Sir Peter Blake

”

The **New Zealand National Maritime Museum**, with the support of the **Blake family** and **Te Papa** and with significant investment from the **New Zealand Government** and **Auckland City Council**, is creating an enduring tribute to a New Zealand hero.

**Blue Water Black Magic - A Tribute to Sir Peter Blake** will be an engaging, inspiring, educational, fun, family-targeted interactive exhibition in a newly rebuilt NZ National Maritime Museum wing designed by renowned New Zealand architect, Pete Bossley.

Featuring the 1995 America's Cup-winning boat NZL32 - Black Magic, the exhibition winds up over three levels, commemorating the life and work of Sir Peter, including the America's Cup challenge and defences; the Jules Verne; the Whitbread Round-the-World races and other career highlights and personal stories.

Blakey was a man with big ideas; he was creative, forward-thinking and gutsy. He saw a future for New Zealand sailing and took the challenge head on, demonstrating true leadership. The tribute will explore these characteristics as well as profiling many other key players, innovative designers and thinkers in New Zealand's boating industry.

This is no ordinary museum exhibition. The exhibition will be rich in objects, stories, interactivity, audio visual content and colour. Central to the design of the experience is the commitment to engaging young people and families to try out and explore the elements of leadership and determination that are critical to team and individual success. To understand that even if "winning is everything", failure is just as much a part of success - as Sir Peter himself said many times "if it's not hard it's not worth doing".

In this "generation Y" era, it is both a challenge and a necessity to create engaging experiences for young people, where notions of teamwork, leadership, global thinking and responsibility are explored in simple, interactive ways. At the core of Blue Water Black Magic, is Sir Peter's own belief that setting and reaching goals with positivity, self-awareness and determination is at the core of team achievement and leadership. Te Papa's proven

*...explore the elements of leadership and Determination that are critical to Team and individual success.*

expertise in developing this kind of interactive, powerful experience sits at the core of the partnership with the Maritime Museum.

\$8.9 million in committed funds is confirmed at this time. Te Papa and the Maritime Museum, have secured investment from a range of sources to support this stunning new attraction for Auckland. Augmenting the significant funding from the NZ Government and Auckland City Council, additional support has been secured from the Lion Foundation, ASB Community Trust, Southern Trust, Perry Foundation, Viaduct Harbour Holdings Limited, Lottery Environment and Heritage, Louis Vuitton, Stephen and Margaret Tindall and a group of private donors led by Blake's Mate donor John Street.

Reaching this funding level has allowed the project to proceed, but the project partners have

committed to finding an additional \$600,000 to maximise the impact of the exhibition itself. This final sum will ensure a high level of interactivity within the exhibition, and will support an experience that speaks clearly and with impact, to young people.

Contributors will be recognised for the life of this permanent exhibition.

Construction is underway at the Maritime Museum in Auckland, with the new building and exhibition set to open in December 2009.

This is a wonderful new project, honouring one of New Zealand's great heroes and inspiring a new generation of young, determined Kiwis to achieve their dreams. Blue Water Black Magic will be an enduring visitor experience and enriching waterfront destination, touching the hearts and minds of New Zealanders, telling some great stories of perseverance, achievement and success and offering an interactive and relevant experience for families and young people.



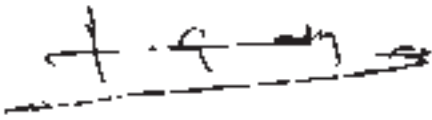
# Blue Water Black Magic

A TRIBUTE TO SIR PETER BLAKE

**Blue Water Black Magic - A Tribute to Sir Peter Blake** will be an enduring tribute to a great NZ yachtsman. Over many years, Peter gave so many people life changing opportunities. This tribute currently under construction will leave a legacy for the years ahead for people who unfortunately never got that opportunity.

Sir Tom Clark, in early 2005, came up with the idea of inviting people who had worked with Peter over the years, to contribute to Blue Water Black Magic. These donors will be permanently acknowledged within the exhibition.

This would be a great chance to help with the funding of this tribute. A contribution at this time will be the final piece of the project fundraising target.



## Simon Gundry

Crew Member Ceramco NZ, 1981-82

All contributors will receive the electronic monthly newsletter from the NZNMM. In addition, donations over \$500 will have the option to be permanently acknowledged in the exhibition, and will be included in the Tribute opening events and other special Maritime Museum events in the future. Contributors over \$500 will also get one year free membership of Friends of NZNMM which includes free entry to the NZ National Maritime Museum throughout the membership year.



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## MY CONTRIBUTION

I  enclose a donation to **Blue Water Black Magic - A Tribute to Sir Peter Blake**, at the New Zealand National Maritime Museum, Auckland.

Any donation amount is gratefully received and will be receipted as a charitable donation. Donations of \$500 or more, received by September 30, 2009, will be acknowledged on the Contributor board.

My contribution will be  \$500  \$1,000  \$5,000  \$10,000  \$50,000 or other   
(please state in words as well as figures)

I enclose my cheque to the **New Zealand National Maritime Museum**

or

Card Number

please charge my credit card

VISA

Mastercard

Expiry date

Name on card

Signature

or

I look forward to receiving an invoice for that sum, plus GST, to be made out to

I would/would not like to be listed in the exhibition as a Contributor.

Name to appear on Contributors board as

Address for written correspondence

Contact email address  Contact telephone number

**TAX NOTE** All donations from individuals qualify for a 33% New Zealand tax rebate up to the annual net income of the donor. Companies (including unlisted close companies) and Maori authorities are also entitled to a deduction for donations made to charitable organisations, limited only by the amount of the company's net income.

Registered New Zealand Charity. Registration Number CC 10056.

Blue Water  
Black Magic

A TRIBUTE TO SIR PETER BLAKE



*The New Zealand National Maritime Museum and Te Papa  
gratefully acknowledge the support of*

**New Zealand Government, Auckland City Council,  
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Southern Trust, Perry Foundation,  
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Lottery Environment and Heritage, Louis Vuitton,  
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