



## Camera Obscura

### Project overview

<b>Name of the project</b>	Camera Obscura
<b>Region</b>	Northland
<b>Applicant</b>	Creative Northland
<b>Total project value</b>	\$ <sup>Commercial Information</sup>
<b>Amount of funding sought from the PGF</b>	\$458,853
<b>Financial instrument</b>	Grant

14. Creative Northland is a well-established charitable arts organisation that seeks to develop arts and culture in Northland and has agreed to administer this Whangarei project.
15. The Obscura room offers the experience of being inside a camera/eye, and uses light to project the outside view inside, all over the walls and ceiling.
16. The proponents believe the Camera Obscura will be an educational and tourist attraction in its own right, but which will be part of a group of attractions located along the Hatea Loop Walkway in the Whangarei CBD. These include the Hundertwasser Arts Centre, the Hihiaua Cultural Centre, the Clapham Clock Museum and proposed Rolling Ball Clock.

### Local support

17. The applicant notes support from the Whangarei District Council (land and \$<sup>Commercial Information</sup> towards landscaping, mangrove removal and lighting); iwi (which was gifted the name "Timatatanga Hou" meaning 'New Beginnings'); Northland Inc (which notes the project adds value to the tourism sector); the education sector (as it creates a science and education destination); the deaf, aged and disability sector (endorsing it as fully accessible); and the Northland Development Corporation (<sup>Commercial Information</sup>) this attraction as another key attraction for the region.
18. In addition to its <sup>Commercial Information</sup> will also meet the ongoing operating and maintenance costs.

### Governance and ownership

19. Creative Northland will manage and deliver the project, while the <sup>Commercial Information</sup> will be responsible for ongoing maintenance.

### Benefits

20. As noted above this project will add to a number of current and new tourist attractions in the Whangarei Town Centre, that collectively will help attract and retain visitors to the city and region.



PROVINCIAL  
DEVELOPMENT  
UNIT

### Costs and funding sources

21. The applicant has previously raised almost \$<sup>Commercial Informatio</sup> for stages 1 and 2 of the project, and has raised the remaining \$<sup>Commercial Informatio</sup> required for the final stage of the project.
22. \$458,853 (excluding GST) is sought from the PGF in grant funding for the project.

PROACTIVELY RELEASED