

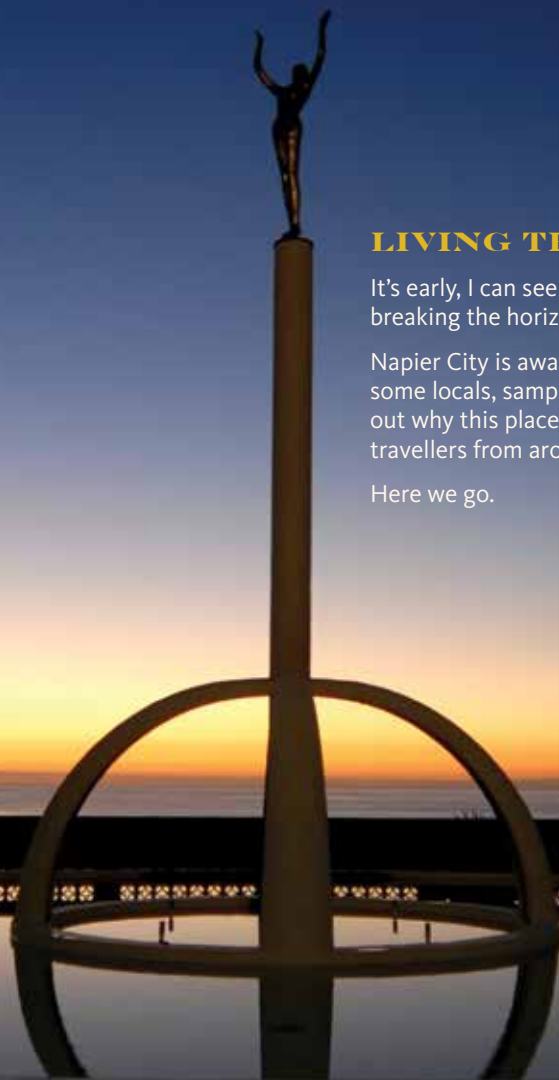


## LIVING THE DAY

It's early, I can see a whisker of sun breaking the horizon.

Napier City is awakening. I'm off to meet some locals, sample their wares and find out why this place is a favourite of many travellers from around the world.

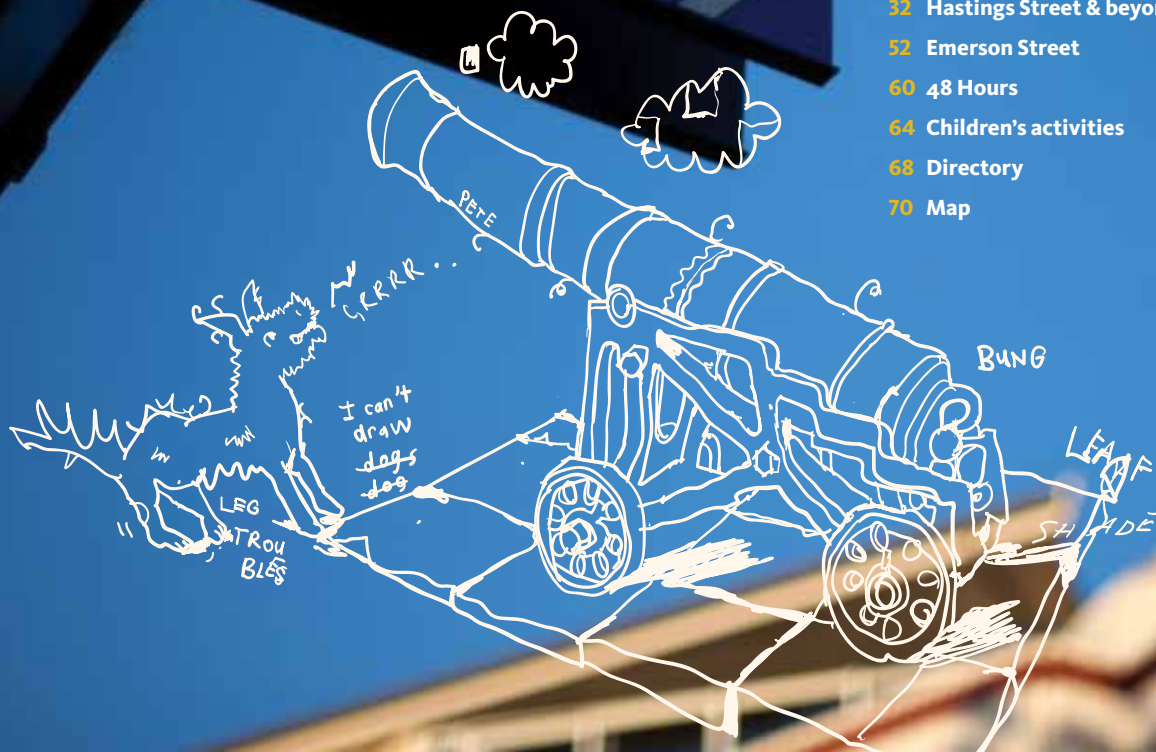
Here we go.



PHOTOGRAPHY Richard Brimer  
ARTWORK Martin Poppelwell  
DESIGN Band

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# NAPIER ESSENTIALS

## ENTERTAINMENT

Shopping, cafe cruising, people watching, Art Deco discovery, galleries, walks. So much to fit in, best get started soon.

## ART DECO STREET CULTURE

Art Deco is an inherent part of Napier's landscape and culture. The Art Deco Centre on the corner of Tennyson and Herschell Streets can assist you with everything Art Deco.

• SEE PAGE 70

## WORDS ON WALLS

Look up, look around, explore. In Napier's inner city alleyways and backblocks you can discover New Zealand and classic poetry applied directly to the walls of our iconic buildings.

## TRANSPORT AND TAXIS

Napier city is compact and easy to navigate on foot. Other modes of transport are readily at hand – taxis, bicycles, tricycles. Take a ride on Napier's iconic 'Deco City Discoverer' buses to explore beyond the city. Pop into Napier i-SITE Visitor Centre on Marine Parade for up-to-the-minute transport info.

• SEE PAGE 70

## BEYOND NAPIER

If you find yourself wishing to explore further afield, the i-SITE will help you plan your adventure.

• SEE PAGE 70

## ASK A LOCAL

Don't be afraid to ask a local. We're a very approachable bunch and more than happy to help. There's no such thing as a silly question...

# 34 REASONS to... EXPLORE NAPIER

Fresh  
is best!  
Saturday's  
Farmers'  
Market

Picnic  
lunch in  
the Sunken  
Gardens

Family  
friendly,  
fantasy  
and fun at  
Cool Toys

Stunning  
views  
from The  
Dome  
balconies

Say it with  
flowers  
from  
Madisons

Creative  
threads at  
Bernina  
Sewing  
Centre

Morning  
amble  
along the  
sea front

Find  
words  
on walls  
around the  
city

Obsessed  
with  
sunglasses?  
Spex  
Eyewear

Watch the  
earthquake  
movie at the  
Art Deco  
Centre

Linger  
in an art  
gallery

Spot the  
painted  
street  
cabinets

Napier  
Prison  
is NZ's  
oldest

Watch  
the world  
go by  
in Clive  
Square

Moving  
pictures  
from the  
past at  
Emporium

Stock  
up with  
inspiration  
from St  
Beads

Print your  
digital  
memories at  
Photoworks

Have a  
drink and  
chat with  
the locals

Take a  
bus ride  
on the  
Deco City  
Discoverer

Top of  
Tiffen Park  
for great  
city views

105m  
above sea  
level is  
Bluff Hill  
Lookout

Step up!  
Explore  
the  
stairways

Cosy  
up with  
Pania for  
a photo

Intimate,  
cosy  
atmosphere  
at Churchill's  
Bar

Explore  
the  
alleyways  
and lanes

Cool  
cookware  
at Total  
Food  
Equipment

Possum  
wool  
products at  
Opossum  
World

Hook  
into free  
wi-fi spots

Enjoy  
guilt-free  
shopping  
at Guilty  
as Sin

Italian  
shirts at  
Alexanders  
on Tennyson

One of  
the first  
cities to  
see the  
sun rise

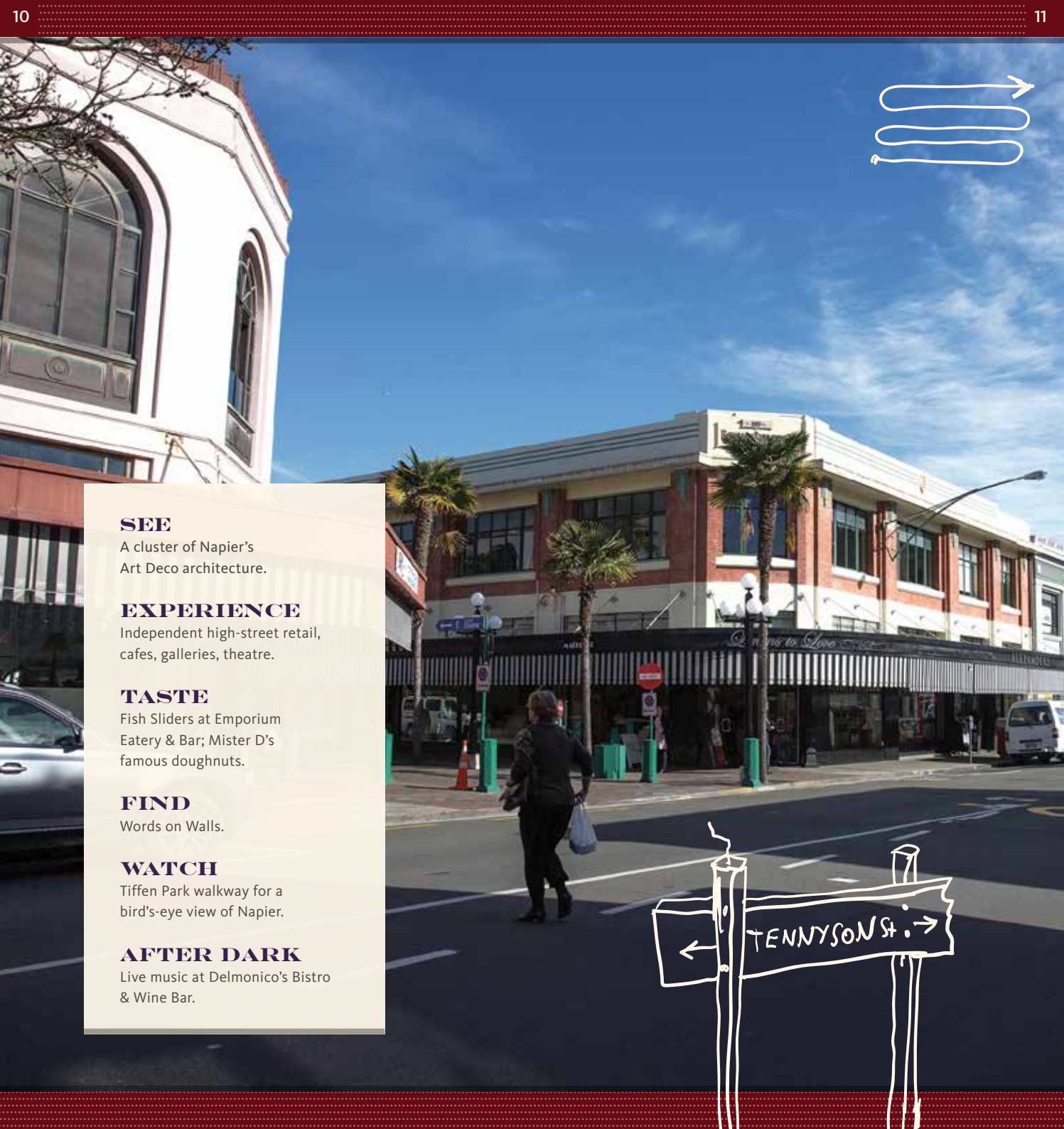
Jewellery  
from  
around the  
world at  
OOMA

Humbugs  
for yummy  
homemade  
fudge

Discover  
the  
Cathedral's  
treasures

JustAsk





## SEE

A cluster of Napier's Art Deco architecture.

## EXPERIENCE

Independent high-street retail, cafes, galleries, theatre.

## TASTE

Fish Sliders at Emporium Eatery & Bar; Mister D's famous doughnuts.

## FIND

Words on Walls.

## WATCH

Tiffen Park walkway for a bird's-eye view of Napier.

## AFTER DARK

Live music at Delmonico's Bistro & Wine Bar.



### ALEXANDERS ON TENNYSON

Continually evolving since 1976. Independently owned. Smart casual and semi-formal men's apparel with accessories to match. Edgy, classic, intuitive and savvy. Experience the service, knowledge and uniqueness. Look good - feel great.

01 36 Tennyson Street • P (06) 835 5152  
[www.alexandersontennyson.co.nz](http://www.alexandersontennyson.co.nz)







### ART DECO CENTRE

Your premier destination for unique gifts and Art Deco mementoes. Find out about Art Deco guided walks and tours and watch the short film on the devastating 1931 earthquake. Runs every 30 minutes.

02 7 Tennyson Street • P (06) 835 0022  
[www.artdeconapier.com](http://www.artdeconapier.com)





### BROCANTE

Allow time to linger because there are so many beautiful things. Irresistible shabby/chic French reproductions. Unique clothing and jewellery too. The impressive stained glass ceiling dome is a must-see.

**03** 31 Tennyson Street  
P (06) 835 6912







## DEGAS

An impressive boutique with an extensive range of leading fashion labels, showcasing predominantly New Zealand designers. For the discerning woman who wants to make a statement. Edgy and elegant. Style consultancy available.

**04** 35 Tennyson Street  
P (06) 835 7175  
[www.degas.co.nz](http://www.degas.co.nz)



D=to  
dufor



## MISTER D

Casual, fun, modern, bistro in the heart of the city. Try their famous injectable doughnuts. "Just one year old Mister D has quickly become the place to eat in Napier." *Urbis Magazine Issue 75.*

**08** 47 Tennyson Street  
P (06) 835 5022  
[www.misterd.co.nz](http://www.misterd.co.nz)







### LINENS TO LOVE & THE DINING ROOM

Sheer quality. A wide range of unique bedroom, bathroom and dining ware. Exquisitely displayed. Professional, friendly service. Soak up the ambience and be inspired.

**05** Cnr Tennyson and Market Streets  
P (06) 833 6414 • [www.linenstolove.co.nz](http://www.linenstolove.co.nz)



### POPPETS ON MARKET

A cosy, cheerful store with an impressive collection of goodies for little ones. Adorable footwear, clothing, bed linen and furnishings. Fashionable, functional and simply irresistible.

**06** 5 Market Street • P (06) 833 6416  
[www.poppetsonmarket.co.nz](http://www.poppetsonmarket.co.nz)









Looking  
Thinking  
Sensing

### MTG HAWKE'S BAY

At home in the heart of Napier for 150 years. Comprising a museum, theatre and gallery – MTG is a place where people, objects and ideas meet.

**09** 1 Tennyson Street  
P (06) 835 7781  
[www.mtghawkesbay.com](http://www.mtghawkesbay.com)



### NAPIER ANTIQUE & JEWELLERY CENTRE

Memories collected and preserved. Set aside time to enjoy this shoppers' paradise. Treasures and keepsakes of old. Glitzy, contemporary jewellery and everything in between. You won't be disappointed.

**10** Cnr Tennyson Street @ Cathedral Lane  
P (06) 835 9865 • [www.napierantiques.co.nz](http://www.napierantiques.co.nz)







## OOMA

Breathtakingly exquisite girly things. Unrivalled quality and selection of jewellery, handbags and accessories to transform and treasure. Guaranteed to be a memorable shopping experience. Discover this award-winning gem for yourself!

11 49 Tennyson Street  
P (06) 835 5364  
[www.ooma.co.nz](http://www.ooma.co.nz)



## ST BEADS

Beads and jewellery from NZ and around the world. Plus everything you need to create your own unique jewellery and craft projects. Open 7 days.

12 76 Tennyson Street  
P (06) 835 4488  
[www.stbeads.co.nz](http://www.stbeads.co.nz)







**BEIJA FLOR**

Means 'hummingbird'. Unique jewellery and accessories for men and women. Home to Pandora, Thomas Sabo, Briarwood, Karen Walker and other designers too. A store with flair and elegance. Be prepared to browse and be tempted.

**13** Cnr Tennyson @ Hastings Streets  
P (06) 835 3053 • [www.beijajlor.co.nz](http://www.beijajlor.co.nz)



**ART DECO MASONIC HOTEL & EMPORIUM EATERY & BAR**

An Art Deco icon overlooking the ocean, this is the perfect venue for events, functions, dining and relaxing. The hotel presents elegant function rooms and top quality event facilities, along with stylish accommodation and fresh and exciting dining options.

**14** Cnr Tennyson Street @ Marine Parade  
P (06) 835 8689 • [www.masonic.co.nz](http://www.masonic.co.nz)







**VICEROY HOTEL**  
**HERITAGE BOUTIQUE COLLECTION**

Recently refurbished, this centrally situated hotel offers comfortable accommodation and conference facilities. Arty, modern and tastefully stylish décor with plenty of colour. Quality matters and it shows.

**15** *Corner Tennyson St @ Clive Square East*  
*P (06) 835 3373*  
*[www.viceroyhotel.co.nz](http://www.viceroyhotel.co.nz)*



**DELMONICO'S BISTRO & WINE BAR**

Napier's newest 'hot spot'. Sophisticated and intimate. À la carte menu showcasing fresh Hawke's Bay produce. Nothing but the best. Live jazz, soul, funk and blues music on Saturday nights. Relax and just soak up the atmosphere.

**15** *Corner Tennyson St @ Clive Square East*  
*P (06) 835 3374 • [www.viceroyhotel.co.nz](http://www.viceroyhotel.co.nz)*



## EXPLORE

Paxies Lane and activities on the Marine Parade.

## TASTE & SMELL

The wine cellar of your dreams at NZ Wine Centre. Watch out for Humbugs, sweet!

## SEE

The vintage camera collection on display at Photoworks.

## DO

All things 'banking'.

## WATCH

A live 'gig' at the Cabana. New Zealand's oldest live music venue.

## AFTER DARK

Romantic Tom Parker Fountain just up on Marine Parade.

Hastings Street

and Beyond











## NEW ZEALAND WINE CENTRE

A unique, 'must see and do' experience. A total assault on one's senses... aroma rooms, wine tastings and a simulated scenic flight adventure. New Zealand wine at its best.

**16** 1 Shakespeare Rd  
P (06) 835 5326  
[www.nzwinecentre.co.nz](http://www.nzwinecentre.co.nz)



## HUMBUGS

Jar upon colourful jar of mouth-watering treats. Forget the waistline and savour the flavours. Also a dinky cafe with traditional baking. Don't miss the homemade fudge. Sweet as!

**17** 123 Hastings Street  
P (06) 835 2200  
[www.humbugs.co.nz](http://www.humbugs.co.nz)







### NAPIER I-SITE

Information galore! Uncover hot deals, hidden gems and cool events. Staff are local experts who can help you make the best choices. Check out the irresistible retail shop too.

**18** 100 Marine Parade • P (06) 834 1911  
[www.napiernz.com](http://www.napiernz.com)



### PAR 2 MINI GOLF

In the heart of Napier's tourist zone. Pack a picnic and enjoy an affordable golfing adventure. Two courses set in landscaped gardens, right beside the sea. Fun for everyone. Extended summer hours.

**19** 104 Marine Parade  
 P (06) 834 0248  
[www.par2golf.co.nz](http://www.par2golf.co.nz)







## THE DOME

World class, contemporary designed accommodation in Napier's most iconic building, the T&G, in the heart of the city. Stunning ocean front apartments & studios with unrivalled ocean views and an onsite plunge pool & hot spa. Enjoy 5-star indulgence at small star prices.

20 101 Marine Parade • P (+64 6) 835 0707 • [www.thedome.co.nz](http://www.thedome.co.nz)



## PHOTOWORKS

A couple of experienced, professional photographers. Their photo lab provides superior, efficient digital and analogue processing. Quality printing too. Take your pic(k) of camera accessories and photobooks. It just works!

21 113 Hastings Street  
P (06) 835 3634  
[www.photoworks.net.nz](http://www.photoworks.net.nz)







TIFFEN

PARK

ST PAULS HALL

Sun. sun SUN





Spoon  
bendingly  
comprehensive



### TOTAL FOOD EQUIPMENT

Quality. Variety. Serendipity. Anything but ordinary. Pure indulgence and pleasure for anyone remotely interested in food. An impressive specialty kitchen and homeware store. Coffee's their passion too.

22 29 Bower Street  
P (06) 834 4004  
[www.tfe.co.nz](http://www.tfe.co.nz)







### COUNTRY TOUCH

Affordable gifts for every occasion. Set aside time to discover the impressive and diverse range of modern home décor, and New Zealand-inspired collections. Seriously appealing and enjoyable!

**23** 1/180 Hastings Street

P (06) 835 1556

[www.countrytouchnapier.co.nz](http://www.countrytouchnapier.co.nz)



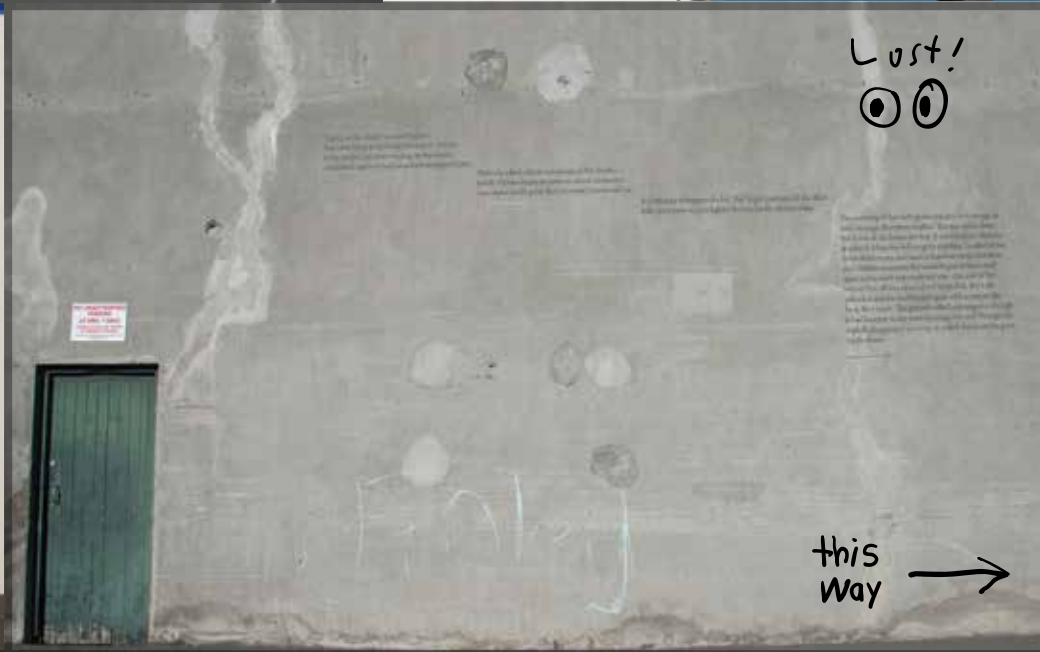
### OPOSSUM WORLD

NZ's biggest range of opossum merino products. Possum fur hats, scarves, gloves, cushions, rugs, slippers and more. Guaranteed to keep you warm! A unique shopping and educational experience - check out the free, interactive tour.

**24** 157 Marine Parade • P (06) 835 7697

[www.opossumworld.co.nz](http://www.opossumworld.co.nz)









**GUILTY AS SIN**

An intimate boutique store with attitude and flair. Edgy, designer clothing and accessories for men and women. Juliette Hogan, Ruby, Coop and plenty more. Dare to be different.

25 29 Hastings Street  
P (06) 835 4310 • [www.guiltyassin.co.nz](http://www.guiltyassin.co.nz)



BLTYHE MEMORIAL FOUNTAIN



### SEE

Sheila Williams, Queen of the New Napier Summer Carnival 1933, and her faithful companion.

### LISTEN

To the Carillon bells play tunes in Clive Square at midday.

### LOOK

Above the shop facades and marvel at the Deco delights.

### ENJOY

A new look and pampering from **rm.** salon.

### RELAX

Enjoy a coffee at one of the many outdoor cafes.

### DO

Check out the 'Kiwiana' at Pacific Souvenirs.

EMERSON St





### BERNINA SEWING CENTRE

A cosy shop and a haven for anyone who sews.  
Expert advice and personalised, efficient service.  
Great haberdashery and New Zealand quilting fabrics.  
Bernina stands for quality, durability and versatility.

**26** 239C Emerson Street • P (06) 835 8488 • [www.bernina.co.nz](http://www.bernina.co.nz)



### COOL TOYS

For the coolest toys in town.  
Paradise on earth for little people  
and big kids at heart! Radio-controlled  
helicopters, cars and boats, hobby  
kits, wooden toys, games... toys with  
a difference.

**27** Shop 4, Ocean Boulevard Mall,  
137 Emerson Street, Napier  
P (06) 835 6659 • [www.cooltoys.co.nz](http://www.cooltoys.co.nz)





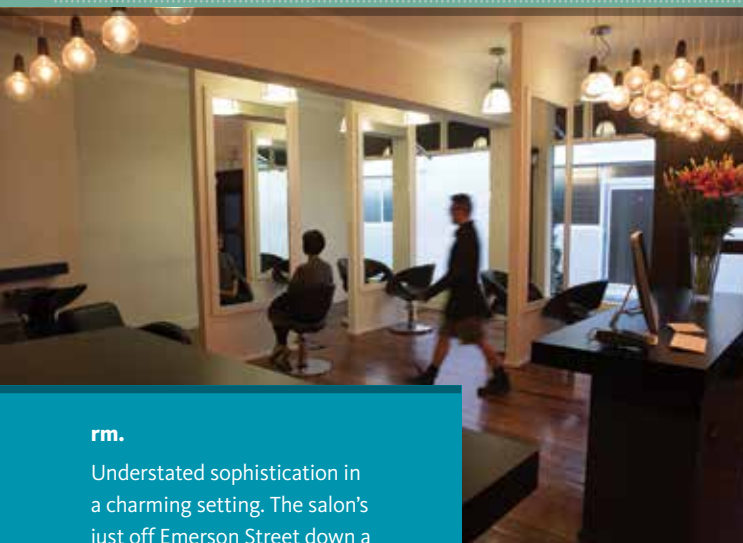
## PACIFIC SOUVENIRS

A treasure trove of Kiwi souvenirs including 'Wild Fern' cosmetics, clothing, jewellery and All Blacks merchandise. Napier's only stockist of Ngai Tahu - authentic and certified New Zealand pounamu (greenstone). Take it home!

28 93 Emerson Street • P (06) 835 5263







rm.

Understated sophistication in a charming setting. The salon's just off Emerson Street down a small lane. Highly experienced hairstylists with flair. Nothing but the best. Make an appointment and indulge yourself.

29 239b Emerson Street  
P (06) 835 7764



## SPEX EYEWEAR

Sunglasses. Our passion. Our obsession. Something we take seriously. Quality eyewear and accessories that look good and go the distance. Staff who know their stuff. Definitely worth eyeing up!

30 5 Emerson Street  
P (06) 835 5838  
[www.spexeyewear.co.nz](http://www.spexeyewear.co.nz)



24x2  
hours in  
NAPIER.

FRIDAY



3PM  
**Deco City Discoverer**

Explore Napier's Deco highlights in air conditioned, stylish comfort for a mere 8 bucks!



5PM  
**Refreshments at Emporium Eatery & Bar**

Queen Elizabeth II visited here in 1954. Today, you'll be treated like royalty. Great tapas, chilled vibe.



7PM  
**Dinner**

Over 20 eateries are within easy walking distance around the city centre - Indian, Thai, Italian, etc. Mmmmm...

SATURDAY



8AM  
**Farmers' Market**

Pretty much anything grows like wildfire in Hawke's Bay - come and sample the best artisan produce our region is renowned for.



10AM - 4PM  
**Retail Therapy**

Napier City is abundant with quality independent retail - here, the chase is as good as the catch!



8PM  
**Mister D**

Enjoy unfussy yet delicious cuisine in a busy, relaxed environment. Savvy locals love this place.

SUNDAY



10AM  
**MTG Hawke's Bay**

Recently opened, the Museum Theatre and Gallery (MTG) showcases Hawke's Bay history and art. Check out one of New Zealand's largest collection of Taonga (Maori treasures).



2PM  
**Icecream promenade**

Grab an icecream along the Marine Parade and wander the waterfront pathway - lots of little gems to see along the way.













# CONTRIBUTORS' DIRECTORY & MAP KEY

- 01 ALEXANDERS ON TENNYSON** p.12  
36 Tennyson Street, Napier  
P 06 835 5152 • [www.alexandersontennyson.co.nz](http://www.alexandersontennyson.co.nz)
- 02 ART DECO CENTRE** p.14  
7 Tennyson Street, Napier  
P 06 835 0022 • [www.artdeconapier.com](http://www.artdeconapier.com)
- 03 BROCANTE** p.16  
31 Tennyson Street, Napier  
P 06 835 6912
- 04 DEGAS** p.18  
35 Tennyson Street, Napier  
P 06 835 7175 • [www.degas.co.nz](http://www.degas.co.nz)
- 05 LINENS TO LOVE / THE DINING ROOM** p.20  
Cnr Tennyson & Market Streets, Napier  
P 06 833 6414 • [www.linensstolove.co.nz](http://www.linensstolove.co.nz)
- 06 POPPETS ON MARKET** p.21  
5 Market Street, Napier  
P 06 833 6416 • [www.poppetsonmarket.co.nz](http://www.poppetsonmarket.co.nz)
- 07 MADISONS** p.22  
79 Tennyson Street, Napier  
P 06 835 0056 • [www.madisons.co.nz](http://www.madisons.co.nz)
- 08 MISTER D** p.19  
47 Tennyson Street, Napier  
P 06 835 5022 • [www.misterd.co.nz](http://www.misterd.co.nz)
- 09 MTG HAWKE'S BAY** p.24  
1 Tennyson Street, Napier  
P 06 835 7781 • [www.mtghawkesbay.com](http://www.mtghawkesbay.com)
- 10 NAPIER ANTIQUE & JEWELLERY CENTRE** p.25  
Cnr Tennyson Street & Cathedral Lane, Napier  
P 06 835 9865 • [www.napierantiques.co.nz](http://www.napierantiques.co.nz)
- 11 OOMA** p.26  
49 Tennyson Street, Napier  
P 06 835 5364 • [www.ooma.co.nz](http://www.ooma.co.nz)
- 12 ST BEADS** p.27  
76 Tennyson Street, Napier  
P 06 835 4488 • [www.stbeads.co.nz](http://www.stbeads.co.nz)
- 13 BEIJA FLOR** p.28  
Cnr Tennyson & Hastings Streets, Napier  
P 06 835 3053 • [www.beijafior.co.nz](http://www.beijafior.co.nz)
- 14 ART DECO MASONIC HOTEL & EMPORIUM EATERY & BAR** p.29  
Cnr Tennyson Street & Marine Parade, Napier  
P 06 835 8689 • [www.masonic.co.nz](http://www.masonic.co.nz)
- 15 VICEROY HOTEL & DELMONICO'S BISTRO** p.30-31  
Cnr Tennyson Street & Clive Square East, Napier  
P 06 835 3373 • [www.viceroyhotel.co.nz](http://www.viceroyhotel.co.nz)

ALEXANDERS  
ON TENNYSON



BROCANTE

DEGAS

Linens to Love  
and Dining Room



Madisons



NAPIER ANTIQUE &  
JEWELLERY CENTRE



MASONIC  
HOTEL & ART DECO HOTEL  
EMPORIUM



- 16 NEW ZEALAND WINE CENTRE** p.36  
1 Shakespeare Road, Napier  
P 06 835 5326 • [www.nzwinecentre.co.nz](http://www.nzwinecentre.co.nz)

NEW ZEALAND  
WINE  
CENTRE

- 17 HUMBUGS** p.37  
123 Hastings Street, Napier  
P 06 835 2200 • [www.humbugs.co.nz](http://www.humbugs.co.nz)



- 18 NAPIER I-SITE** p.38  
100 Marine Parade, Napier  
P 06 834 1911 • [www.napiernz.com](http://www.napiernz.com)



- 19 PAR 2 MINI GOLF** p.39  
104 Marine Parade, Napier  
P 06 834 0248 • [www.par2golf.co.nz](http://www.par2golf.co.nz)



- 20 THE DOME** p.40  
101 Marine Parade, Napier  
P +64 6 835 0707 • [www.thedome.co.nz](http://www.thedome.co.nz)



- 21 PHOTOWORKS** p.41  
113 Hastings Street, Napier  
P 06 835 3634 • [www.photoworks.net.nz](http://www.photoworks.net.nz)



- 22 TOTAL FOOD EQUIPMENT** p.45  
29 Bower Street, Napier  
P 06 834 4004 • [www.tfe.co.nz](http://www.tfe.co.nz)



- 23 COUNTRY TOUCH** p.46  
1/180 Hastings Street, Napier  
P 06 835 1556 • [www.countrytouchnapier.co.nz](http://www.countrytouchnapier.co.nz)



- 24 OPOSSUM WORLD** p.47  
157 Marine Parade, Napier  
P 06 835 7697 • [www.opossumworld.co.nz](http://www.opossumworld.co.nz)



- 25 GUILTY AS SIN** p.50  
29 Hastings Street, Napier  
P 06 835 4310 • [www.guiltyassin.co.nz](http://www.guiltyassin.co.nz)



- 26 BERNINA SEWING CENTRE** p.54  
239c Emerson Street, Napier  
P 06 835 8488 • [www.bernina.co.nz](http://www.bernina.co.nz)



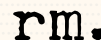
- 27 COOL TOYS** p.55  
Shop 4 Ocean Boulevard, 137 Emerson Street, Napier  
P 06 835 6659 • [www.cooltoys.co.nz](http://www.cooltoys.co.nz)



- 28 PACIFIC SOUVENIRS** p.56  
93 Emerson Street, Napier  
P 06 835 5263



- 29 rm.** p.58  
239b Emerson Street, Napier  
P 06 835 7764






- 30 SPEX EYEWEAR** p.59  
5 Emerson Street, Napier  
P 06 835 5838 • [www.spexeyewear.co.nz](http://www.spexeyewear.co.nz)





# KEY

-  View points
-  Toilets
-  Wi-Fi spots





NAPIER  
City

[WWW.NAPIERINTHECITY.CO.NZ](http://WWW.NAPIERINTHECITY.CO.NZ)