



LIVING THE DAY

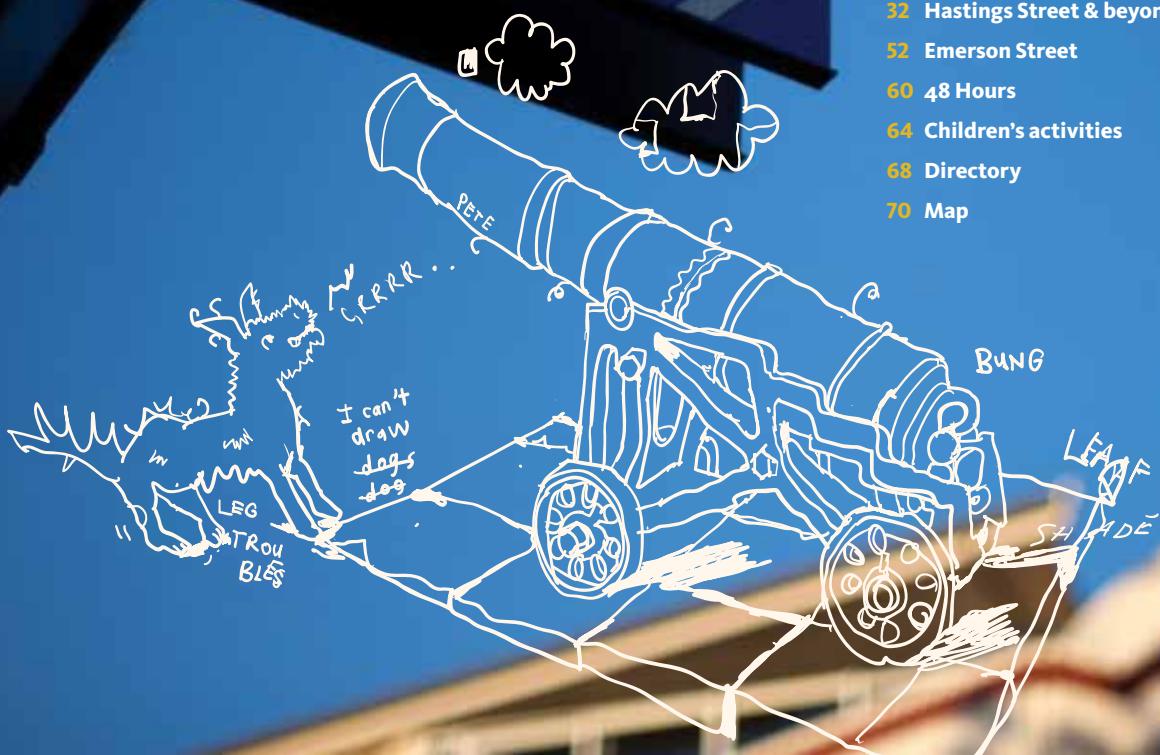
It's early, I can see a whisker of sun breaking the horizon.

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

contents



- 7 Napier Essentials
- 8 34 Reasons to explore Napier
- 10 Tennyson Street
- 32 Hastings Street & beyond
- 52 Emerson Street
- 60 48 Hours
- 64 Children's activities
- 68 Directory
- 70 Map



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

Napier Prison is NZ's oldest

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

Watch the earthquake movie at the Art Deco Centre

Obsessed with sunglasses? Spex Eyewear

Print your digital memories at Photoworks

Watch the painted street cabinets

Have a drink and chat with the locals

Linger in an art gallery

Stock up with inspiration from St Beads

Step up! Explore the stairways

Cosy up with Pania for a photo

Watch the world go by in Clive Square

Moving pictures from the past at Emporium

Print your digital memories at Photoworks

105m above sea level is Bluff Hill Lookout

Take a bus ride on the Deco City Discoverer

Top of Tiffen Park for great city views

Enjoy guilt-free shopping at Guilty as Sin

Intimate, cosy atmosphere at Churchill's Bar

Explore the alleyways and lanes

Cool cookware at Total Food Equipment

Humbugs for yummy homemade fudge

One of the first cities to see the sun rise

Possum wool products at Opossum World

Hook into free wi-fi spots

Jewellery from around the world at OOMA

Discover the Cathedral's treasures



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

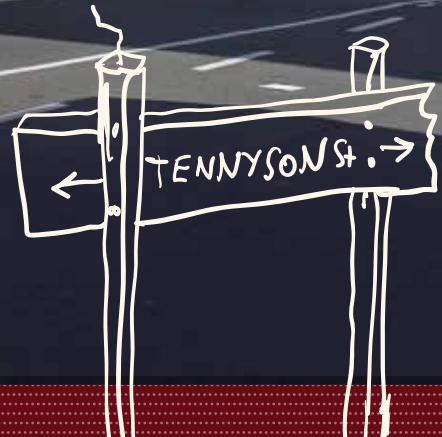
Words on Walls.

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





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





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.degash.co.nz



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





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



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

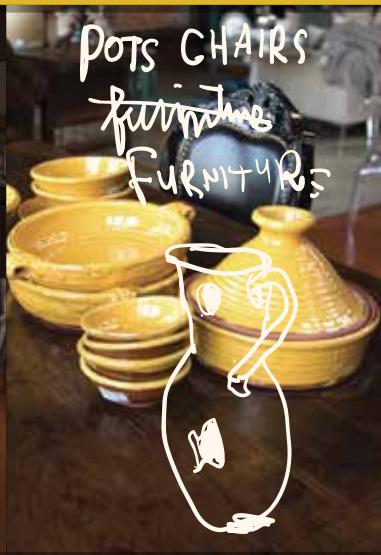




MADISONS

The space itself befits the offering within. Sophisticated and stylish furniture and homewares, with service to match. Talented in-house florists creating magic for all occasions, specialising in weddings. Imagine... a touch of the old and the new.

07 79 Tennyson Street • P (06) 835 0056 • www.madisons.co.nz





NAPIER ANTIQUE & JEWELLERY CENTRE

Memories collected and preserved. Set aside time to enjoy this shoppers' paradise. Treasures and keepsakes of old. Glitz, 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



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



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



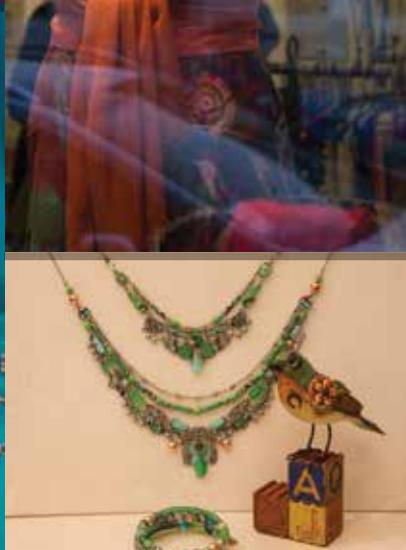
ST BEADS

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





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.beijaflor.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 8699 • 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



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









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



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





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



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



PACIFIC PRO-AM



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.

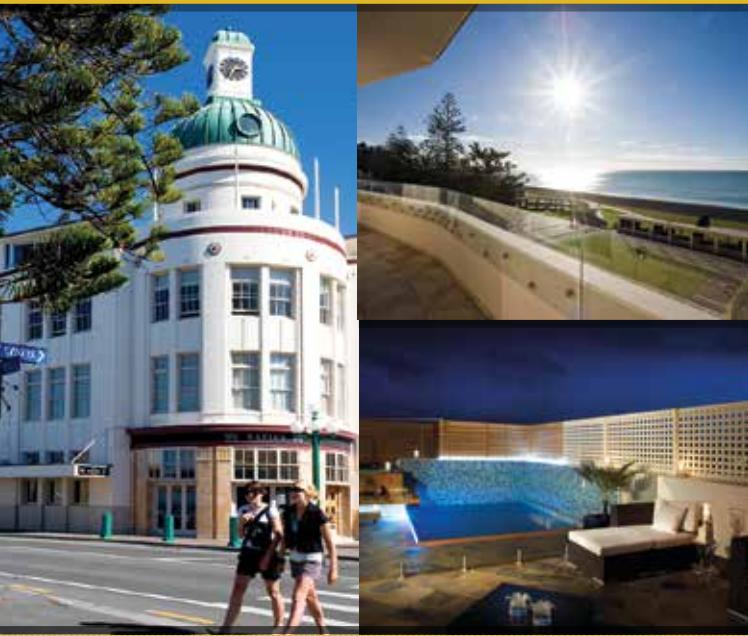
20 101 Marine Parade • P (+64 6) 835 0707 • www.thedome.co.nz

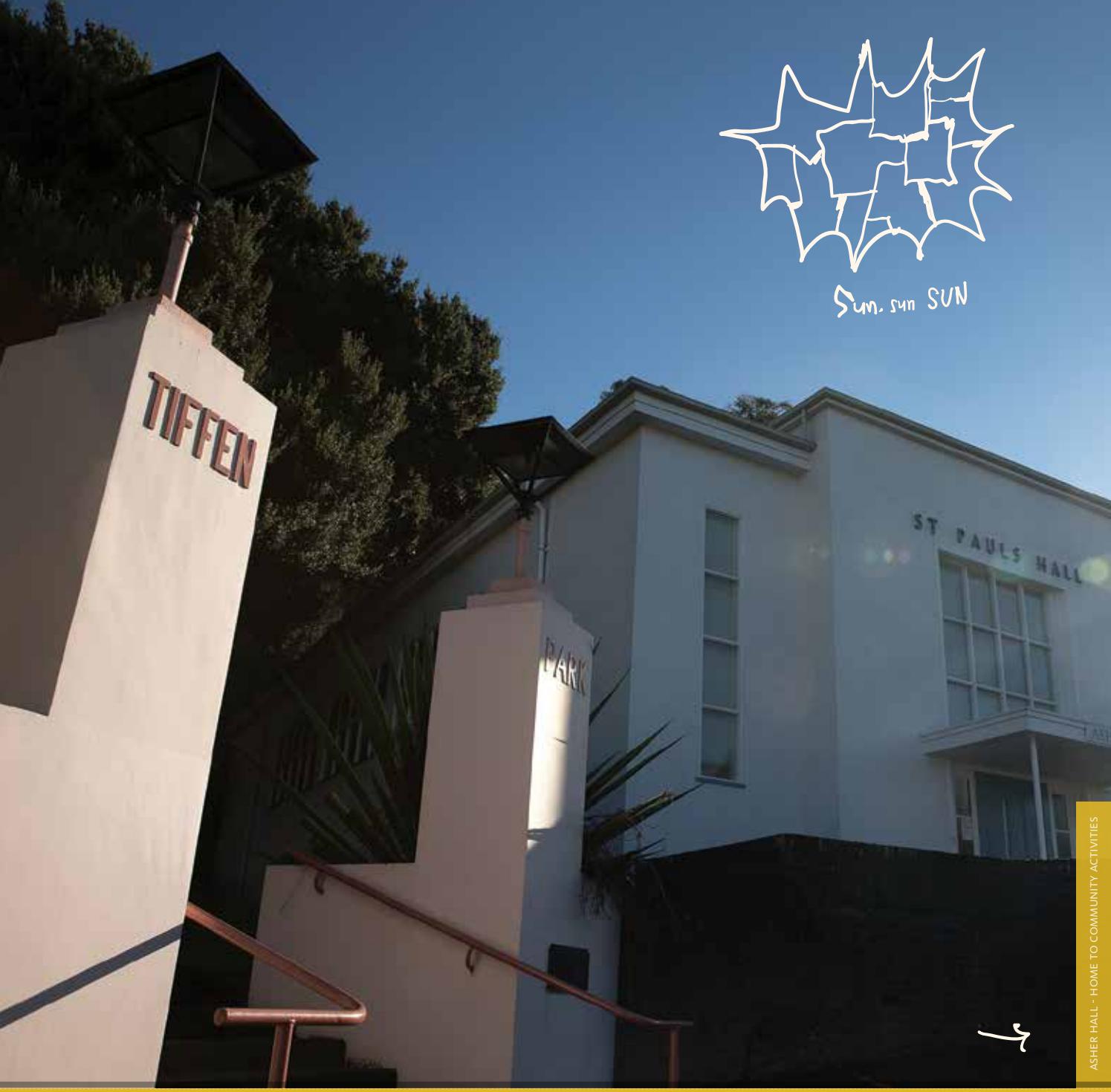


PHOTOWORKS

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







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





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!

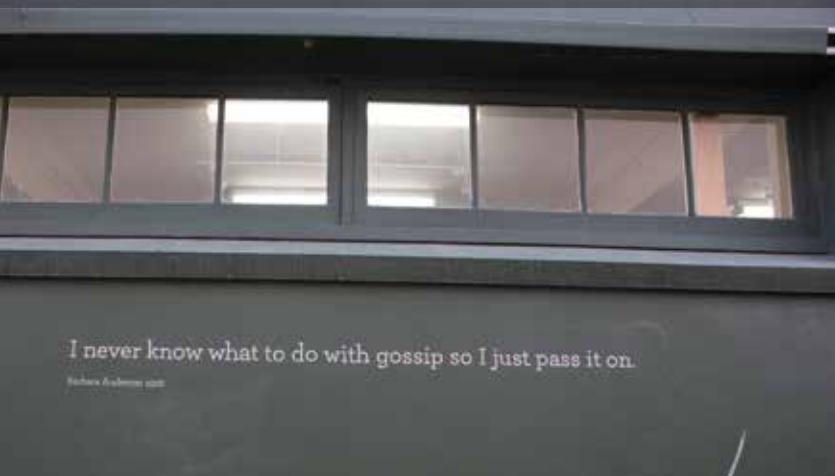
23 1/180 Hastings Street
P (06) 835 1556
www.countrytouchnapier.co.nz

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







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



BYTHE 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.



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



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
 kitsets, wooden toys, games... toys with
 a difference.

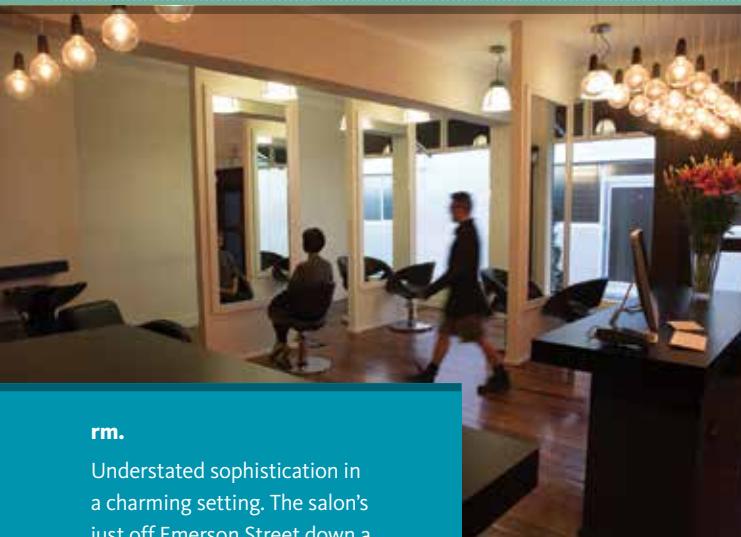
27 Shop 4, Ocean Boulevard Mall,
 137 Emerson Street, Napier
 P (06) 835 6659 • www.cooltoys.co.nz

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



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).

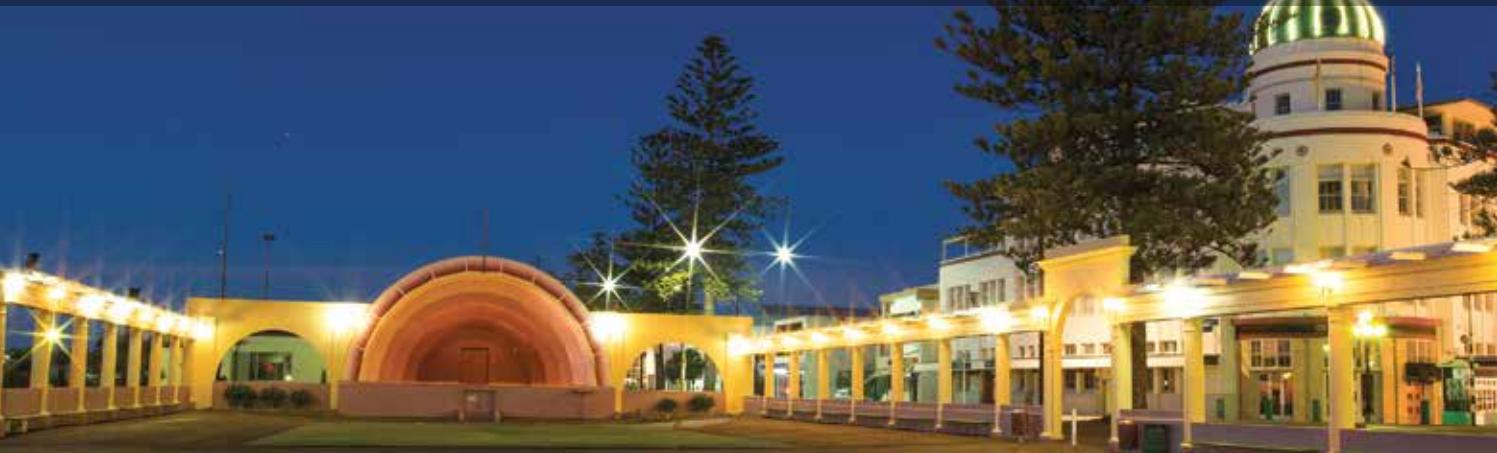
2PM

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

ALEXANDERS
36 TENNYSON STREET, NAPIER



16 NEW ZEALAND WINE CENTRE p.36

1 Shakespeare Road, Napier
P 06 835 5326 • www.nzwinecentre.co.nz

NEW ZEALAND
WINE
CENTRE

17 HUMBUGS p.37

123 Hasting Street, Napier
P 06 835 2200 • www.humbugs.co.nz



18 NAPIER I-SITE p.38

100 Marine Parade, Napier
P 06 834 1911 • www.napiernz.com



19 PAR 2 MINI GOLF p.39

104 Marine Parade, Napier
P 06 834 0248 • www.par2golf.co.nz



20 THE DOME p.40

101 Marine Parade, Napier
P +64 6 835 0707 • www.thedome.co.nz



21 PHOTOWORKS p.41

113 Hastings Street, Napier
P 06 835 3634 • www.photoworks.net.nz



22 TOTAL FOOD EQUIPMENT p.45

29 Bower Street, Napier
P 06 834 4004 • www.tfe.co.nz



23 COUNTRY TOUCH p.46

1/180 Hastings Street, Napier
P 06 835 1556 • www.countrytouchnapier.co.nz



24 OPOSSUM WORLD p.47

157 Marine Parade, Napier
P 06 835 7697 • www.opossumworld.co.nz



25 GUILTY AS SIN p.50

29 Hastings Street, Napier
P 06 835 4310 • www.guiltyassin.co.nz



26 BERNINA SEWING CENTRE p.54

239c Emerson Street, Napier
P 06 835 8488 • 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



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



02 ART DECO CENTRE p.14

7 Tennyson Street, Napier
P 06 835 0022 • www.artdeconapier.com

BROCANTE

DEGAS

Linen to Love



Madisons



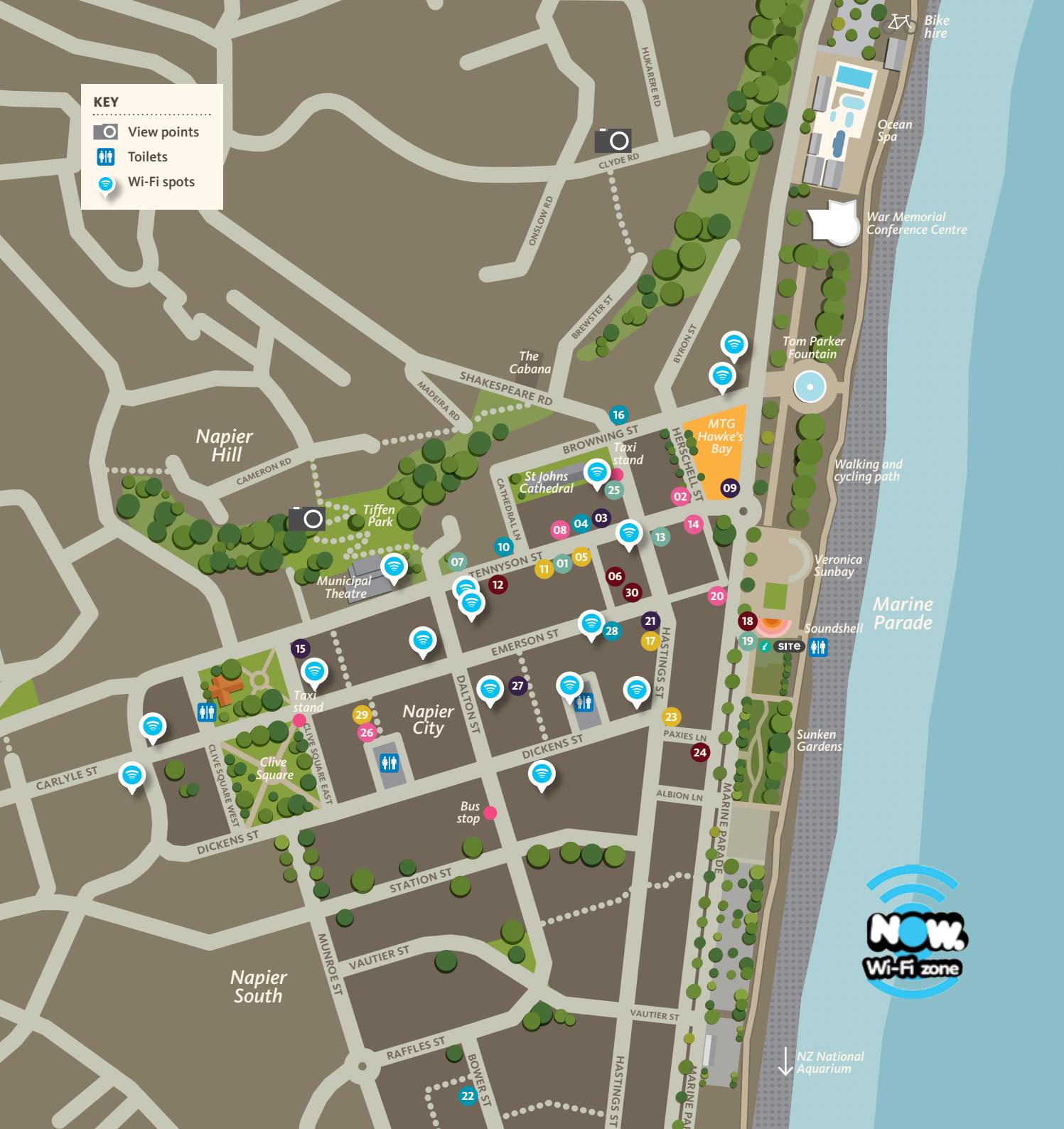
NAPIER ANTIQUE & JEWELLERY CENTRE

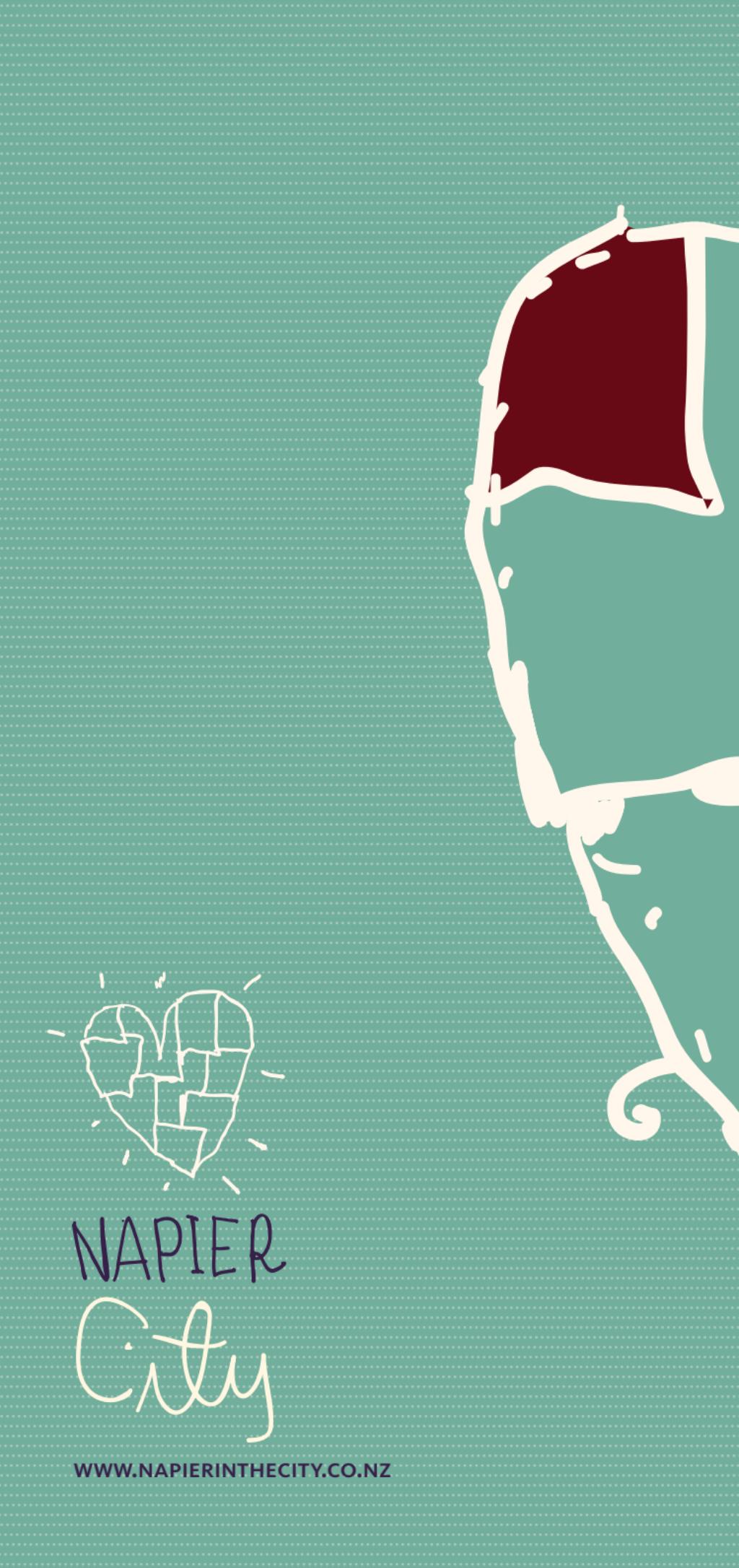
ooma



Beija Flor







NAPIER
City

WWW.NAPIERINTHECITY.CO.NZ