

NAPIER

A DAY IN THE LIFE

It's 6.00am, the sun is rising.

Lots to do, lots to see.

Today we'll seek out the unexpected and the unusual - the hidden treasures and the people that make this city hum.

Come on, let's go.

THIS
WAY →
PLEASE



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PHOTOGRAPHY Richard Brimer
ARTWORK Martin Poppelwell
DESIGN Band

Iconic Pania of the Reef on Marine Parade

NAPIER ESSENTIALS

ENTERTAINMENT

Shopping, cafe cruising, people watching, art deco walks, galleries. So much to do, so little time.

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ART DECO STREET CULTURE

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

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WORDS ON WALLS

Look up, look around, explore. In Napier's inner city alleyways and backblocks you may 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 available – taxis, bicycles and buses. Pop in to the i-SITE Visitor Centre on Marine Parade for details.

- SEE PAGE 64

BEYOND NAPIER

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

- SEE PAGE 64

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...

- SEE PAGE 64

sniffing out
PUNGENT
CHEESES

OFFICE



PERHAPS
A sketch of
~~the~~ ST JOHNS

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AFTERNOON DELIGHT
afternoon delight FULL



The Sunken Gardens, Marine Parade



Napier i-SITE Visitor Centre

Prime location, by the Soundshell-
beside the Sea. Visitors first port-of-
 call. Information. Accommodation
 and tour bookings. Souvenirs. Lots
 of smiles.

Please visit www.napiercity.co.nz

01 ON THE MAP: SEE PAGE 64

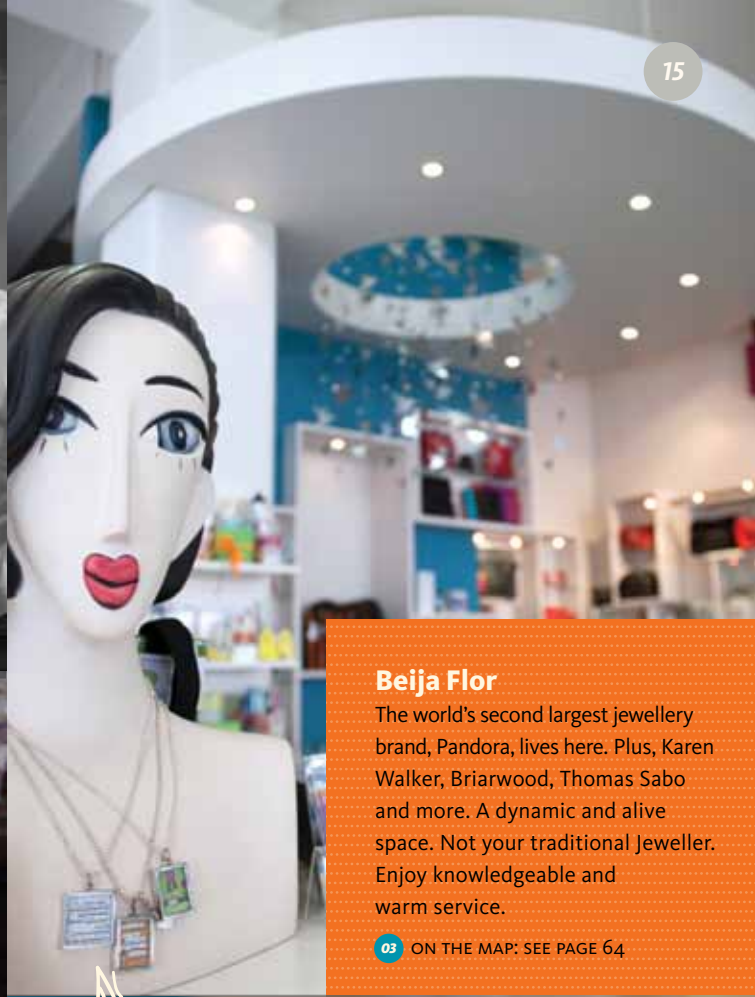




Frederick Swain Optometrists

Caring for Hawke's Bay eyes since 1973. Friendly, professional, warm and approachable. Thorough eye health examinations. Fashionable and functional eye wear.

02 ON THE MAP: SEE PAGE 64



Beija Flor

The world's second largest jewellery brand, Pandora, lives here. Plus, Karen Walker, Briarwood, Thomas Sabo and more. A dynamic and alive space. Not your traditional Jeweller. Enjoy knowledgeable and warm service.

03 ON THE MAP: SEE PAGE 64

I can't decide





HARSTON'S



Statements Gallery

Long established gallery in the heart of Napier. Dealing in quality New Zealand paintings, prints, sculpture, ceramics, jewellery, studio glass, jade, bone, stone and textiles. All handcrafted in New Zealand.

04 ON THE MAP: SEE PAGE 64





Brocante

French for 'bric-a-brac'. Shabby/chic. Reproduction french styled furniture and beautiful interior things. Fashion labels - Art Style, Hall, Boho, San Cerre, Lemonade on the Lawn. Rayure from Paris. Zsiska Dutch jewellery. Check out the original art deco stained glass dome in the ceiling. Wow.

05 ON THE MAP: SEE PAGE 64





Degas

Degas fashion boutique for the discerning women who wants an edge, showcasing 20 New Zealand leading designers in an attractive and friendly environment.

The girls will create a new look with professional guidance, advice and an honest opinion. Come and be inspired.

06 ON THE MAP: SEE PAGE 64



Linens to Love, The Dining Room & Poppets on Market

Impeccably merchandised high-end bedroom, bathroom and dining ware. Durance home perfume. Ambience. Royal Doulton, Denby, Lenox and more. Only the best. Pop across to Poppets on Market, the perfect place to find special treasures for your little ones.

07 ON THE MAP: SEE PAGE 64





Mister D

Unfussy. Informal. With detail. A little bit country, a little bit rock 'n roll. Fresh, local ingredients. Brilliant food. Breakfast till late everyday. Good fun.

08 ON THE MAP: SEE PAGE 64



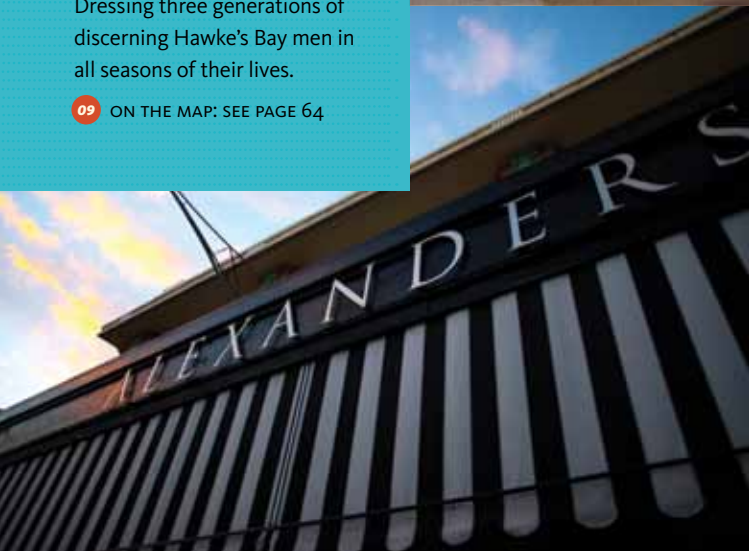
"just another cup of coffee for the road."



Alexanders on Tennyson

Continually evolving and reinventing since the mid 70's. Edgy classic. Intuitive and savvy. Dressing three generations of discerning Hawke's Bay men in all seasons of their lives.

09 ON THE MAP: SEE PAGE 64



on →

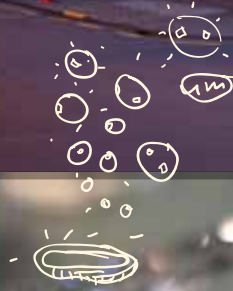


OOMA

Exclusive to Napier, OOMA houses a global collection which would fit in on New York's 5th Avenue or the lanes of Melbourne. Attention to detail and quality of product are paramount.

"An oasis of beauty – I came all the way from San Francisco" said one happy OOMA customer.

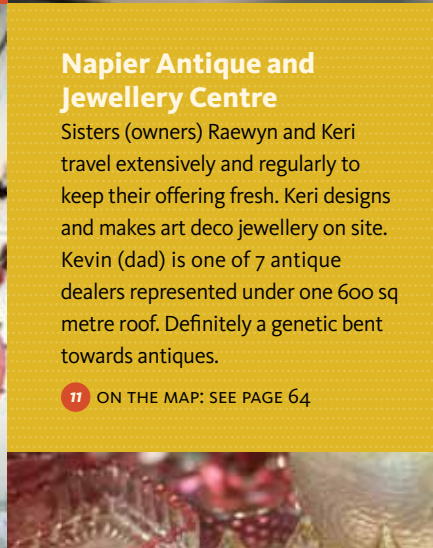
10 ON THE MAP: SEE PAGE 64



Napier Antique and Jewellery Centre

Sisters (owners) Raewyn and Keri travel extensively and regularly to keep their offering fresh. Keri designs and makes art deco jewellery on site. Kevin (dad) is one of 7 antique dealers represented under one 600 sq metre roof. Definitely a genetic bent towards antiques.

11 ON THE MAP: SEE PAGE 64





Saturday in the city - Farmers' Market, buskers, locals



St Beads

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

12 ON THE MAP: SEE PAGE 64

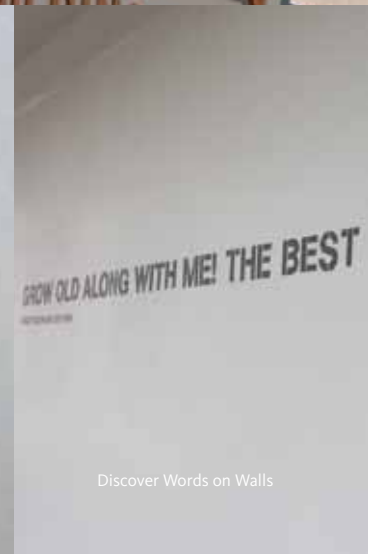
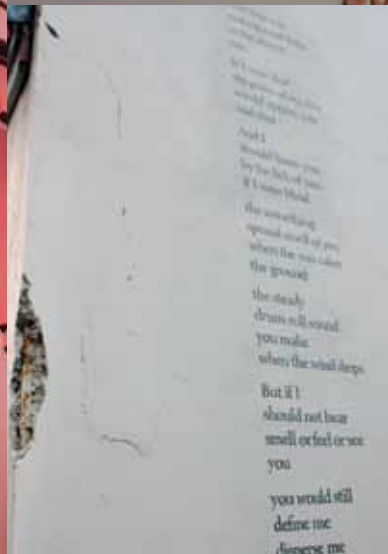


The sky is the daily bread of the eyes.

Ralph Waldo Emerson 1803-1882

BURTON'S

BUILDING





Madisons

The space itself befits the offering within. Tasteful furniture and homewares. Interior design. Styling and homestaging. In-house florist a favourite with local wedding planners. Imagine...

13 ON THE MAP: SEE PAGE 64





Kitchen Table/ Photographers' Gallery

Cafe/photography gallery fusion. Roomy interesting space. Popular wholesome cafe. Board games. New Zealand and international photography for sale.

Photography workshops.

As seen on TV3's 'Cafe Secrets'.

14 ON THE MAP: SEE PAGE 64



ANOTHER TREATISE
ON
THE HISTORY OF
RUINS



Clive Square Gardens



Viceroy/Delmonico's

Lounge-Sleep-Play.
Eclectic, vibrant colour palette.
Contemporary - arthouse.

Delmonico's bistro/wine bar.
Relaxed. High Tea on
Wednesdays. Supper Club
on Fri/Sat till 2am. Live
contemporary jazz. Fresh.

15 ON THE MAP: SEE PAGE 64





Country Touch

Sisters Marilyn and Faye stock an exceptional range of homewares & NZ inspired gifts for any occasion. Extensive range of Willowtree figurines. Cruisey, friendly, easy going.

16 ON THE MAP: SEE PAGE 64



rm.

Just off Emerson Street, down a small lane. New York apartment inspired interior, minimal, exposed brick, timber floors, comfortable leather. Very experienced sought after hair stylist. By appointment.

17 ON THE MAP: SEE PAGE 64





Toyworld

It's hard to find a REAL toyshop these days. Impressive ranges of LEGO, Schleich, Siku, Thomas and Friends, MGP Scooters and other paraphernalia.

Regular 'Sylvanian Families' evenings (with cupcakes) popular with local collectors. Kids love it.

18 ON THE MAP: SEE PAGE 64



Bernina Sewing Centre

Barbara taught locals to sew for many years before starting her shop 10 years ago (clever).

Napier's only authorised Bernina dealership. Quality haberdashery. NZ quilting fabrics. Not too big, not too small. Just right.

19 ON THE MAP: SEE PAGE 64



compulsory.



Ten Salon

Vibrant and busy nail salon. Manicure. Spa pedicure. Acrylics. Shellac gel colours. Repairs. Nail art. Comfortable and relaxed. Booking advised but not essential.

20 ON THE MAP: SEE PAGE 64



Thanks

Coastal/street fashion fusion. Unisex. Kiwi labels - Lower, Federation, I Love Ugly and Stolen Girlfriends.

Inhouse label On & On. Unusual, fresh interior. Store creators love of the ocean omnipresent. Very cool. Thanks.

21 ON THE MAP: SEE PAGE 64





Trudiea

Trudie designs, sews, sells and stands behind every piece of designer wear she produces.

Completely NZ made and proud of it. Designer on Dalton, affordable wear.

22 ON THE MAP: SEE PAGE 64



Chris Wiig Suit & Menswear

Double recipient of 'Mayor's Supreme Award' for outstanding service. 20th year in business. Quality tailored art deco and modern fashion wear. Stockists of 'RM Williams' for 17 years. Traditional, timeless, refined. Welcome Sir.

23 ON THE MAP: SEE PAGE 64





Sheila Williams, Queen of the New Napier Carnival, 1933



Gahagans Unichem Pharmacy

Cosmetics. Skincare. Fragrance. Chanel, Estee Lauder, Revlon, L'Oreal Paris, Clinique. Over-the-counter medicines + prescriptions. Photo accessories. Duty free. Smells good.

24 ON THE MAP: SEE PAGE 64





Pacific Gifts and Souvenirs

Authentic New Zealand carved jade/greenstone (pounamu). Handcrafted Paua jewellery.

Maori carvings. 'Wild Ferns' native cosmetics and bodycare. t-shirts and clothing. Wide range to suit all budgets.

25 ON THE MAP: SEE PAGE 64





Spex Eyewear

Obsessed with sunglasses. Dior, Gucci, Tom Ford, Moscot, AM, Ksubi, Colab, Maui Jim, Graz, Orotan, Bolle, Rayban, Vuarnet, Hoskin Jewellery, Oakley, Karen Walker and Dragon. Cool.

26 ON THE MAP: SEE PAGE 64



Pacific Surf Life Saving Club, Marine Parade

Telephone
068336979



Photoworks

Steve and Ken have 52 years collective experience.

Trained photographers.

Quality professional gear.

Accessories. Exhibition

printing. Photobooks. Process

digital and analogue. Only

true photo lab left in Napier.

27 ON THE MAP; SEE PAGE 64





Humbugs

Mum (on sweets) and daughter (cafe). Without question Napier's biggest range of everything sweet. Homemade fudge. Humbugs. Aniseed balls. Granny mints. English. Dutch. American. You name it.

28 ON THE MAP: SEE PAGE 64





Dobsons Photo and Camera

Napier's Kodak Express specialist photography store. Stocking a range of product including Nikon, Olympus, Lumix, Ricoh and more.

Fast, efficient service.
Authorised Canon dealers.

29 ON THE MAP: SEE PAGE 64





Opossum World

Just down the road from the i-SITE. Eclectic, free interactive tour. NZ's biggest range of opossum merino (warmest natural fibre on Earth). Some fur products made on premises.

30 ON THE MAP: SEE PAGE 64



Jambo Hobbies

"Magic: the Gathering"
Warhammer & Table Top
Gaming. Model Railway.
Scale Modelling.
Imagine. Create. Play.

31 ON THE MAP: SEE PAGE 64





Macro Computers

Owner Andrew's love of all things Apple is clearly evident. Macs are beautifully crafted and they just work.

Great service and support with a full range of accessories for both Mac and PC computers.

32 ON THE MAP: SEE PAGE 64

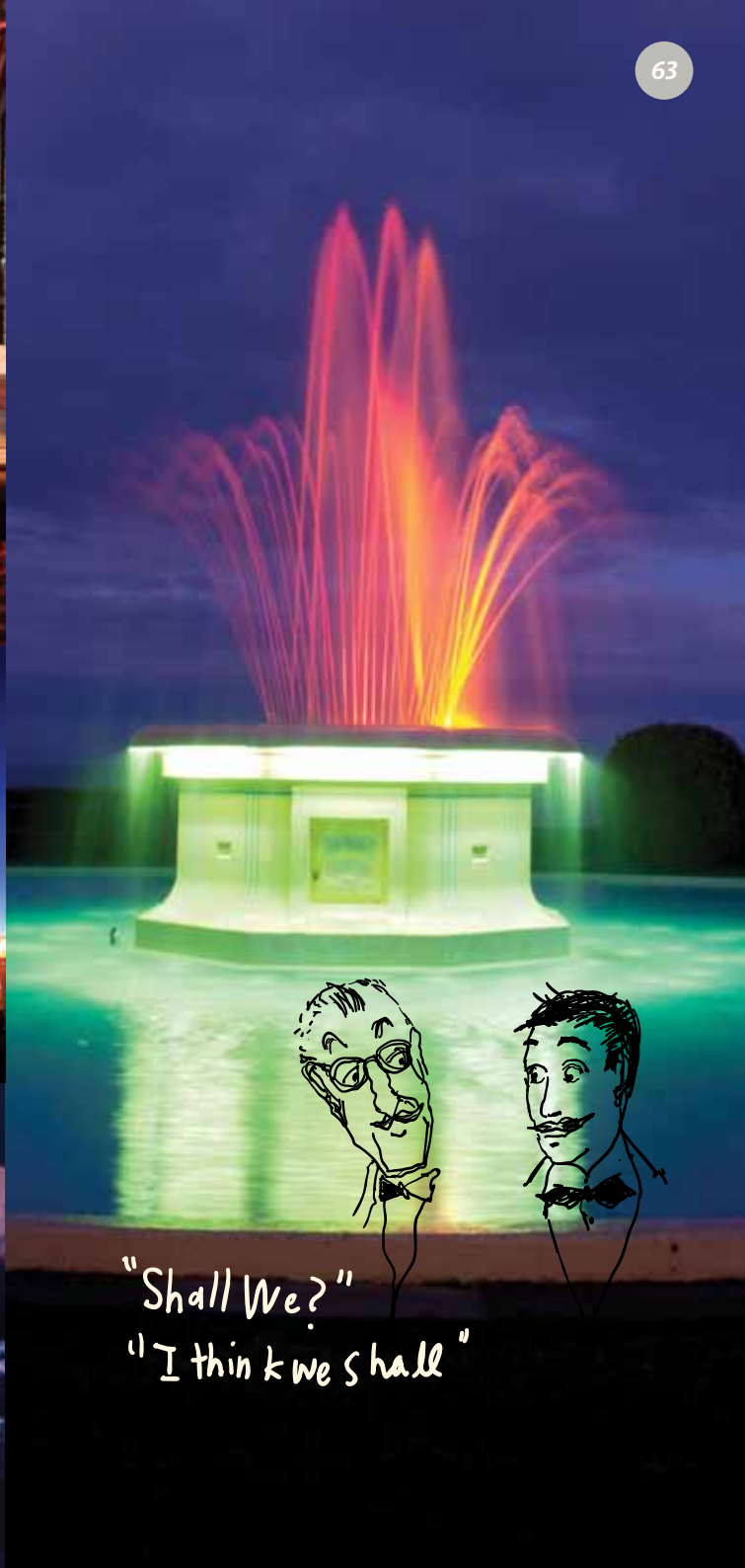


Total Food Equipment

The foodies haven for everything (quality) kitchen. Family business (dad and daughters) since 1991. Loyal following of Hawke's Bay commercial chefs. Coffee machines and accoutrements. Barista courses. Well worth the walk.

33 ON THE MAP: SEE PAGE 64





"Shall We?"
 "I thin k we shall"

CONTRIBUTORS' DIRECTORY

01 NAPIER I-SITE VISITOR CENTRE

100 Marine Parade, Napier • P 06 834 1911
www.napiercity.co.nz



02 FREDERICK SWAIN OPTOMETRISTS

Cnr Hastings & Tennyson Streets, Napier
P 06 835 7265 • www.frederickswain.co.nz



03 BEIJA FLOR

Cnr Hastings & Tennyson Sts, Napier • P 06 835 3053
www.beijafior.co.nz



04 STATEMENTS GALLERY

Cnr Tennyson & Hasting Sts, Napier (next to Ujazi Cafe)
P 06 834 1331 • www.statementsgallery.co.nz



05 BROCANTE

31 Tennyson Street, Napier • P 06 835 6912



06 DEGAS

35 Tennyson Street, Napier • P 06 835 7175
www.degas.co.nz



07 LINENS TO LOVE & THE DINING ROOM/POPPETS ON MARKET

Cnr Market & Tennyson Streets, Napier
P 06 833 6414 • www.linenstolove.co.nz



08 MISTER D

47 Tennyson Street, Napier • P 06 835 5022
www.misterd.co.nz



09 ALEXANDERS ON TENNYSON

36 Tennyson Street, Napier • P 06 835 5152



10 OOMA

40 Tennyson Street, Napier • P 06 835 5364
www.ooma.co.nz



11 NAPIER ANTIQUE & JEWELLERY CENTRE

Cnr Tennyson St & Cathedral Lane, Napier
P 06 835 9865 • www.napierantiques.co.nz



12 ST BEADS

76 Tennyson Street, Napier • P 06 835 4488
www.stbeads.co.nz



13 MADISONS

79 Tennyson Street, Napier • P 06 835 0056
www.madisons.co.nz



14 KITCHEN TABLE/PHOTOGRAPHERS' GALLERY

138 Tennyson Street, Napier • P 06 835 8142
www.pghb.co.nz



15 VICEROY HOTEL & DELMONICO'S

Cnr Tennyson Street & Clive Square East, Napier
P 06 835 3373 • www.viceroyhotel.co.nz



16 COUNTRY TOUCH

269 Emerson Street, Napier • P 06 835 1556
www.countrytouchnapier.co.nz



17 RM.

256 Emerson Street, Napier • P 06 835 7764



18 BERNINA SEWING CENTRE

239c Emerson Street, Napier • P 06 835 8488
www.bernina.co.nz



19 TOYWORLD

191 Dickens Street, Napier • P 06 833 6107
www.toyworld.co.nz



20 TEN SALON

232 Emerson Street, Napier • P 06 835 8884



21 THANKS

200 Emerson Street, Napier • P 06 834 0712
www.thanksyo.com



22 TRUDIEA

56 Dalton Street, Napier • P 06 834 4694
www.trudiea.co.nz



23 CHRIS WIIG SUIT & MENSWEAR

148 Emerson Street, Napier • P 06 834 0037



24 GAHAGANS UNICHEM PHARMACY

131 Emerson Street, Napier • P 06 835 8525



25 PACIFIC GIFTS AND SOUVENIRS

93 Emerson Street, Napier • P 06 835 5263



26 SPEX EYEWEAR

5 Emerson Street, Napier • P 06 835 5838
www.spexeyewear.co.nz



27 PHOTOWORKS

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



28 HUMBUGS

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



29 DOBSONS PHOTO & CAMERA

165 Hastings Street, Napier • P 06 835 9430
www.dobsons.lifepics.com



30 OPOSSUM WORLD

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



31 JAMBO HOBBIES

131 Hastings Street (downstairs), Napier
P 06 835 0445 • www.jambohobbies.co.nz



32 MACRO COMPUTERS

134 Dickens Street, Napier • P 06 833 6004
www.macro.net.nz



33 TOTAL FOOD EQUIPMENT

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

