

# **Oranjehof**

**Dutch Connection Centre**

Join us in creating a  
place where all things  
Dutch come together



**Oranjehof**  
Dutch Connection Centre

Housed in Te Awahou  
Nieuwe Stroom

# Message from the Dutch Connection Trust

## Once in a Lifetime – Eén Unieke Kans

Every now and then in our lives, we are presented with an opportunity to truly make a difference and leave a legacy for future generations.

The Dutch community in New Zealand has arrived at this very point. We have the chance to put ourselves – the proverbial ‘invisible immigrants’ – on the map.

By telling our stories in a national museum of our own, we can create a space to celebrate our cultural roots and everything we brought and still bring to Aotearoa.

Michael King's History of New Zealand forgot to mention the Dutch immigrants. Let us preserve our history and heritage, and transform the way our country perceives us.

## A Touch of Dutch – Een Nederlands Tintje

With Oranjehof, we have the opportunity to create a space that mirrors our unique identity and showcases our long history in this country. Your children and grandchildren can come here to find the story of your times, in a place that will also safeguard a record of theirs.

Oranjehof will be an inspirational focal point. You can share *een kopje koffie met een speculaasje* here with friends and family, in an environment where everybody feels at home or *thuis*.

World class exhibitions will feature in the gallery, and you can enjoy typically Dutch events like *Sinterklaas* and *Koningsdag* next to windmill De Molen while the 19th century street organ De Lieve Stern churns out cheerful tunes.


## Your Help – Uw Hulp

During some eight years of preparation, we have received financial support from many proud individuals, selfless corporates, the Netherlands Embassy and numerous NZ-NL organisations towards the development of Oranjehof.

The time has arrived to make your mark – *geef ons uw steun*. The building is being constructed and exhibitions are being produced.

We need your help, *uw hulp*, to create a space where we can all feel proud of our place in New Zealand society. Your children and grandchildren will be grateful for your contribution!

**Arjan van der Boom &  
Yolande van de Wetering**  
Co-chairs of the Dutch Connection  
Museum Trust



## New Beginnings – Te Awahou Nieuwe Stroom

In the middle of historic Foxton, less than a 1½ hour drive from Wellington, you see the 30m high 17th century replica windmill De Molen grinding flour on breezy days.

The heartland town of Foxton is being transformed into the tourism centre for the region by Horowhenua District Council. Main Street is getting a colourful facelift, and more than \$7 million is being invested in the new Te Awahou Nieuwe Stroom facility.

Te Awahou is the Māori name for Foxton and literally translates as 'the new stream' – or Nieuwe Stroom – in Dutch.

Te Awahou Nieuwe Stroom is the first and only initiative of its kind in New Zealand, and is set to open in 2017. The stories of our Dutch community will come together with the stories of tāngata whenua and the colonial pioneers who established Foxton in 1855. This cultural precinct will preserve, share and give access to the stories and taonga of many peoples.

The vision is to create an internationally recognised destination, renowned for providing an excellent cultural experience by facilitating access to treasures from our past as well as contemporary art exhibitions.

## **A Multicultural Tourism Hub**

**Oranjarah will be part of a unique, vibrant tourist attraction and community hub.**

The museum exhibitions will highlight the major influence the Dutch community has had on the development of New Zealand, at many levels.

The Whare Manaaki offers interactive Māori crafts tuition, while the historic horse drawn tram and the Flax Stripper Museum talk of the pioneers. Te Awahou Nieuwe Stroom will be a destination that provides a range of engaging and interactive experiences to inspire, educate and entertain local and international visitors.

The 2000m<sup>2</sup> floor space in the facility will boast a café, exhibition spaces, meeting rooms, seminar rooms, a retail shop and i-SITE, the library and much more. The venue can accommodate up to 500 people and cater for events of up to 300 people.

Estimates indicate that the facility will attract over 100,000 visitors every year.



# "I congratulate the Dutch Connection Trust on this great project."

Oranjarah is an excellent project with relevance for all people in New Zealand. It highlights the contribution made by immigrants from the Netherlands and their descendants to this beautiful country, and illustrates the lively contemporary links between the Nederlanders and other New Zealanders.

I congratulate the Dutch Connection Museum Trust on this great project and look forward to a festive opening in 2017. That will be an excellent occasion to get

together and celebrate those achievements and links, not just for the Kiwi-Dutch community but for New Zealanders from all backgrounds.

The Dutch Embassy has supported this very valuable initiative for many years. I sincerely hope that other partners will do the same.

*Rob Zaagman*

Ambassador of the Kingdom of the Netherlands in New Zealand



# A Place to Tell Our Stories

Oranjestad will grow into a focal point for anybody with Dutch connections. Visitors can discover and celebrate the unique identity and stories of a community that quietly grew into an integral part of the nation.

## Abel Tasman – Eerste Ontmoeting

The first contact between the Netherlands and Aotearoa dates back to 1642. Abel Tasman and his men sighted the West Coast, and the country gained the name Nieuw-Zeeland.

One of the officers made a drawing of the first encounter that took place between Māori and Dutch. This historic image will feature, in *Delfts Blauw* Delftware tiles, as the exhibition centre piece in Oranjestad. This stunning work of art, measuring three by five meters, has been created by ceramic artist Anneke Borren.

*Tasman and his 110 men were sent out by the VOC, on ships to discover the unknown Southland.*



## Dutch Migration – Ver Van Huis

Several waves of migrants will be highlighted in the museum exhibitions: from the freethinkers and adventurers in the 19th century to the labourers and farmers who escaped a war-ravaged nation in the 1950s; and from the skilled workers and professionals in the 1980s to the transnational digital nomads of today.

We are all part of a continuing story, and the tales of the offspring of the first arrivals are just as impressive as those of their forebears.

## Our Contribution – Onze Bijdrage

Dutch migrants have made many great contributions to New Zealand life that most people are not aware of. Today, some 130,000 people of Dutch descent contribute to the arts, government, science, business, farming, food and cuisine, the environment, sports and much more.

Oranjestad will tell the stories of how Dutch arrivals changed the tastes of a nation when it came to food, and how the arts scene got an unprecedented injection of continental European influence.

It will show how dairy farming, horticulture and floriculture benefited from centuries of traditional expertise and innovation, and how we connected as a successful and essential part of society – not only back then, but also today.





## A Story to Tell – Koetjes en Kalfjes

The biggest Dutch immigration story – and there are many – is about dairy farming and milk.

Dutch farm boys and girls have been coming here for decades, to start afresh. So today, driving through the green countryside, high-yielding Friesian cows can be spotted all over the place. De Winkel started producing this newish trendy thing called yoghurt, way back in 1962. In the shops today, Dutch specialty cheese brands range from Meijer to Karikaas, while the country's top artisan cheese maker would be Albert Alferink from Mercer Cheese.

It's all about milk and the nation's biggest dairy farms seem to be Dutch, while the long list of Fonterra farmers is richly sprinkled with Dutch names.

A proud story worth telling, in Oranjestad.

## Help Build a Nation – De Geest and Lockwood

There are plenty of stories about Dutch immigrant craftsmen setting up successful building companies in their new homeland.

Seven De Geest brothers moved to Oamaru. When the town of Twizel emerged as part of the big hydro-electricity schemes, their name became synonymous with large scale production of prefab homes. Their Oamaru facility built 549 houses, which were loaded on trucks and transported inland along windy roads – a daring feat not seen before. Today, De Geest produces classy prefab bathrooms for upmarket hotels.

Lockwood Homes was started by two Dutch friends who invented a revolutionary new system of interlocking components. The first house was built in 1954, and the quick and efficient building method proved successful around the country. Lockwood became New Zealand's most trusted building brand. Founder Jo La Grouw's son Joe, and his son Andrew, ensure that innovation and style still set Lockwood apart today.

*Right: Oamaru company De Geest delivering homes to Twizel, along some 150 km of windy roads.*





# Artistic Influence: Exchanges in the Making

Artistic exchanges between the Netherlands and New Zealand date back to the end of the 19th century.

At the time, Vincent van Gogh commented on Petrus van der Velden: "There is something manly and powerful in him". No surprise then, after Petrus's arrival in Christchurch, that the first exhibitions of his expressive style paintings were considered gobsmackingly striking.

The Dutch painter stood alone among his local contemporaries. Petrus's visions of wild nature set a conservative art scene alight and would inspire generations of artists who came after him, Colin McCahon among them.

# Modern Dance Exponent

There are many interesting stories worth telling in Oranjehof.

Today's vibrant modern dance scene owes its beginnings to Boukje van Zon and her School of Creative Dancing. She gave some of the country's top dancers the freedom to explore.

You need a sense of daring and a love for adventure to leave friends, family, language and the culture of 'home' behind. Boukje had plenty of all that. She was frowned upon for challenging the reigning classical ballet tradition. For over 30 years, her studio steered the country's leading performers and choreographers into contemporary dance. In more recent years, Boukje's daughter Carla has brought the Wellington Arts Festival to greatness, and she is doing the same for Auckland today.

Emanuella de Ruiter, 2016, Gezellig Collection.



# Building Cultural Capital

In the 21st century, cultural exchanges between two nations still continue. Recently a Rembrandt Remastered exhibition toured the nation.

Thanks to the indomitable organiser Boyd Klap, the Netherlands Embassy and the Netherlands Foundation, tens of thousands of art lovers could admire the digitally enhanced works of the old master.

Initiatives like this will flourish when Oranjehof is up and running. Established artists with Dutch roots can exhibit in the top quality art gallery, like jeweller Peter Deckers, pop art painter Rudolph Boelee or multimedia artist Ronnie van Hout.

Younger generations will also get a chance to make an impact, like photography student Emanuella de Ruiter who is exploring her Dutch heritage as a grandchild of immigrants.

Oranjehof will widen the horizons of our visitors' perception of art and design in interesting and exciting ways.



Petrus van der Velden, A waterfall in the Otira Gorge, 1891, oil on canvas. Collection of the Dunedin Public Art Gallery.



Boukje van Zon teaching two teenagers  
Photo courtesy of Freedom to Dance Boukje's biography.

# Koffie: Just One of Our Stories

Suzy's Coffee Lounge grew into a legendary icon of Wellington's social life in the 1960s - 1980s.

Lines of people would at times stretch into Willis Street, waiting to be served. As one of the regulars, Rita Angus celebrated the modernist interior in one of her famous paintings. Suzy van der Kwast's is just one story worth telling in Oranجهof.

There were many Dutch coffee lounges that helped transition a nation from drinking chicory and instant coffee to the real thing – made from freshly ground beans. Chez Eelco became a famous centre for coffee, dining, art and music in Nelson. Christchurch had several Dutch coffee lounges. Plenty of cafés across the country today are run by innovative Dutch operators.

## Coffee Queen

Suzy's mother died when she was still a child. At the age of 21, in the small Dutch town of Almelo after WWII, she contributed to the family



Images courtesy of the van der Kwast family collection

income by selling her dad's farm produce from door to door. Two of her brothers were already in New Zealand. Why not start afresh, in a new country?

Suzy arrived as an 'assisted passage' immigrant with only £5 in her purse. It took four years as a waitress to work her way up. Then she established an architecturally designed 'continental' coffee house – pouring her personal blend of coffee and serving her guests fancy Dutch cakes and fresh salads.

## A Lifetime of Dedication to Service

Suzy would dress in elegant but daring fashion award-winning outfits that even a Bond girl would find hard to carry off. She was tall, beautiful and blond, and had a friendly word for every customer. She ran Suzy's so well that Wellington named her 'Queen of the Coffee Houses'.



For 23 years she poured some 700 to 800 cups of coffee a day – more than anyone else in town – from a steaming two litre jug of Cona coffee.

# Changing a Nation's Taste for Good



Dutch immigrants introduced much more than just real good coffee and fresh cut flowers in the home.

There are numerous bakeries (Vogel's), sausage makers (Verkerks, Brooks), cheese makers (Mercer, Meyer) and poultry producers (Brink's, Turk's).

Otto Groen single-handedly changed the conservative liquor laws with his fine

dining restaurant The Gourmet, which was illegally serving French wines in the early 1960s.

The waves of Dutch migrants throughout the decades have changed the tastes of a nation.

With Oranجهof we're making all those stories come alive - *in een levend verhalenboek*.





Leon van den Eijkel's barbeques in Pacific colours, on permanent display in Oranjehof.

## Holding Up a Different Mirror – Een Andere Spiegel

Immigrant Dutch artists look at everything with different eyes than the norm. They hold up a mirror to the nation, in which a country can see fresh ways of looking at itself.

Theo Schoon explored Māori rock drawings in 1947, and defined them as "New Zealand's oldest art galleries". He was the first Pākehā to identify Māori art as the major art tradition in the country – opening the eyes of major artists like Gordon Walters to new possibilities.

Ans Westra's school book *Washday at the Pā* (1964) was so confrontational at the time that the Ministry of Education withdrew 38,000 copies from circulation to have them destroyed. Ans visualised race relations between Māori and Pākehā, and her images touched some raw nerves.

On his arrival in Wellington in 1986, the stunning sunsets at the other end of the world inspired Leon van den Eijkel to create a 'Pacific Palette' of dazzling colours that have pervaded his work ever since. His colourful sculptures and paintings light up galleries, parks and neighbourhoods around the country – inspiring many young artists to be.

These stories will influence and enthuse budding artists – in Oranjehof.

**Add your personal  
'touch of Dutch'  
by giving us your  
support.**



# A Day in the Life of... Your Future Trip to Oranjehof

A visit to Oranjehof is more than just a coffee-stop experience. It is all about interaction, participation and immersion.

Imagine a long weekend, a family reunion or a catch-up with old friends in a special location. Maybe you are just thinking of something to do for a day with the kids or the grandchildren. Head onto State Highway 1 or hop on an airplane to Palmerston North, hire a rental car and half an hour later you are in Foxton.

De Molen is visible from way off, with the blades spinning slowly on a sunny day. You turn off the highway to enter the wide peaceful streets of a historic town. Meandering past classic buildings, a park graced by Māori carvings and an old movie theatre turned museum, you enter Main Street. There is colour, quaint shops, impressive murals, unhurried friendly locals and a few cafés to choose from.

You visit Te Awahou Nieuwe Stroom as you enter the modern building next to De Molen, you can turn left for the Piriharakeke experience, go straight ahead for the Foxton hub, or turn right to see what you came for in Oranjehof.

You want to climb the stairs in De Molen to watch powerful olden-day wood engineering turn huge millstones to grind flour. Somebody wants to learn Māori weaving in the Whare Manaaki. Kids run to the loud noises of the flax stripper machine. You want more time in the Oranjehof space to explore your Dutch heritage. Everybody agrees to meet two hours later by the Dutch café for lunch – *koffie en kroketten*.

The kids go on the horse drawn tram because they want to see the huge Clydesdale horses in action. The teenagers want to hire a bike and get some Dutch pedalling action. The bird lovers are keen to watch the godwits in the wetlands – just like they would in the Netherlands.

You are inspired by your Dutch connections. You feel you have discovered your own sense of place among other migrants.

You feel pride. You have been moved by their stories. You have smelled the real scents of your childhood. You have discovered and remembered names of old friends who you can look up. You have researched your family tree and preserved the story of your descendants.

You have laughed at some typically Dutch humour and perhaps picked up a few new words.



# Oranjehof: The Business Case

## Our Mission

To establish the Oranjehof museum and cultural centre as a financially sustainable visitor attraction in Foxton – as a source of inspiration for enhanced collaboration and interaction, and a place to tell the stories of Dutch New Zealanders and preserve their cultural heritage *or erfgoed*.

## Our Vision

To spark opportunities, sharing and understanding through vibrant, rich connections between:

- 1) The Nederlanders in New Zealand
- 2) The past, present and future
- 3) New Zealand and Nederland.

## Feasible and Viable

Over the years, feasibility studies by different experts all concluded that the establishment of a national Dutch museum was a proposition that should be pursued.

**“The innovative partnership-based model removes the need for the Dutch Connection Museum Trust to buy, loan or lease buildings or to carry any significant operational costs. This makes it an achievable, viable and sustainable venture for the Trust.”**

*Tim Walker Associates, 2015: Feasibility Study - The establishment an innovative Dutch Connections cultural hub as part of the Te Awahou Nieuwe Stroom development, Foxton.*



## Governance

Key to the success of the Oranjehof project is that it is part of the community driven Te Awahou Nieuwe Stroom initiative, spearheaded by Horowhenua District Council.

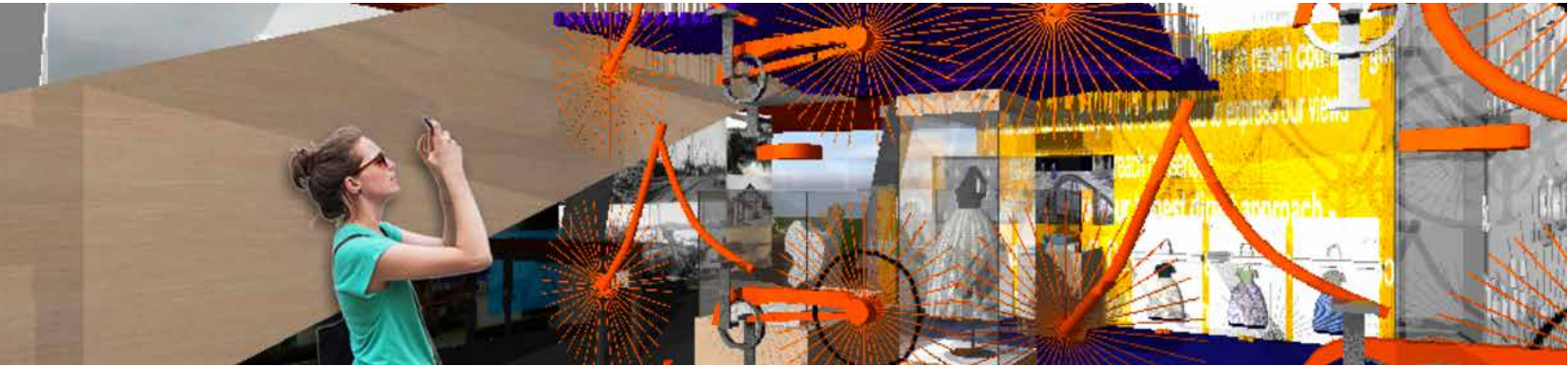
Council has bought a 1500m<sup>2</sup> building next to De Molen to house the tourism and community hub. The upgrade, designed by award-winning architect Pete Bossley, started in 2016 and includes the addition of a 500m<sup>2</sup> mezzanine, a gallery and stunning views across town and the river landscape.

After the opening in 2017, management of Te Awahou Nieuwe Stroom will take over the running of the entire project.

## Building and Exhibitions

Leading exhibition design company Workshop E is providing a seamless visitor experience throughout the facilities. No matter where you enter the complex – the gallery, café or one of the museums – your journey will be one that works on all the senses. The unique, state of the art campus will present visitors with an immersive and enriching experience.

Oranjehof is part of a stunning multicultural project that has no equal in New Zealand.





# Join Our Project and Make a Difference

Oranjarahof is a once in a lifetime opportunity to make a difference that matters. Together we can tell the untold story of how Dutch immigrants helped build this nation, and how they are still rolling out new initiatives today.

We can leave a legacy for our children and grandchildren, a place where they can come together and enjoy *opa en oma's* stories.

Oranjarahof will be a museum to rediscover roots and heritage and feel pride, and a cultural centre where all things Dutch come together and abound. It will be a focal point where events and performances, art and language, *koffie en eten*, feelings and activities will link us back to *ons vaderland*.

This will be the place to preserve and enhance our cultural heritage in New Zealand.

Matariki 2016 - Turning of the sod event and presentation of the first exhibition designs.



## Let's Build a Great Future

Many of the early Dutch arrivals were entrepreneurs. They set up businesses, churches, choirs and all kinds of social clubs, got hugely involved in *voetbal* and other sports, and built no less than three retirement villages for their own people.

That dynamic spirit is what we are now harnessing to establish Oranjarahof – creating a springboard for many future initiatives.

We have received financial support from companies like Philips, Plytech, Anthez and John Jones Steel.

We would not be where we are today without contributions from the many Dutch social clubs, the NetherlanZ Foundation and the Netherlands Embassy. We have also received generous support from individuals who have given time, exhibition objects, valuable artworks and much-needed funds.

# Reaching Out to the Dutch Community

The Dutch Connection Museum Trust seeks your support to ensure the establishment and ongoing success of Oranjehof.

Please help us with our funding push. The building has already been purchased by Council. Lotteries and other funding organisations have contributed millions. The re-build is taking shape.

We now need your help to finance the Oranjehof exhibitions, and an endowment fund to ensure continued operations for future generations. You can now play your part and add your personal 'touch of Dutch' by giving us your support.



Make a (monthly) contribution,  
The Dutch Connection, account number  
12 3232 0128111 02

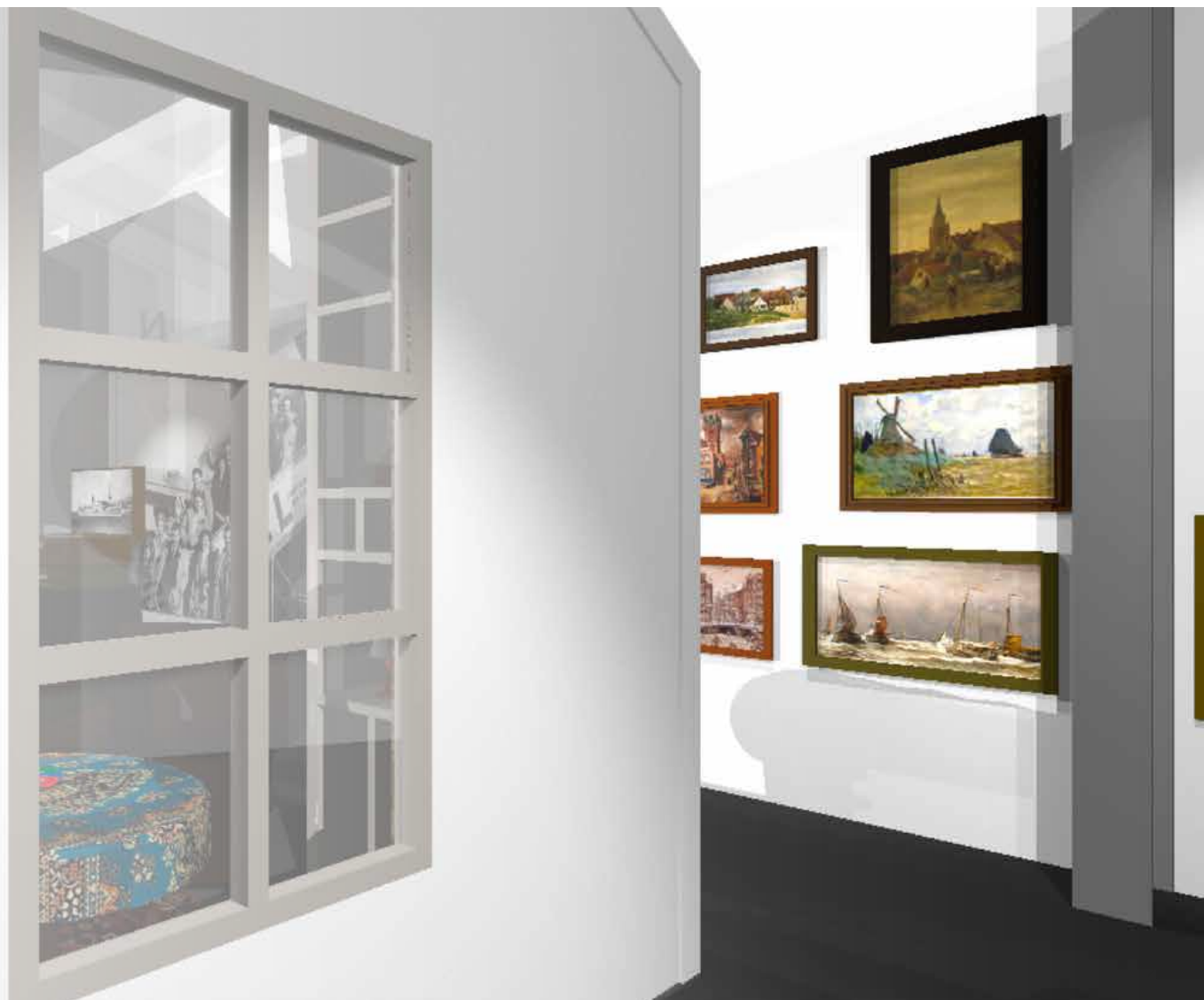


Please consider the Dutch Connection Trust  
as a beneficiary in your will



Or send a cheque: The Dutch Connection,  
PO Box 60423, Titirangi, Auckland 0642

**The Dutch Connection is a charitable trust: #11088.**  
**You can claim a tax credit for your donation.**





## Contact Us

If you wish to personalise your support for Oranjehof, please contact:

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🖱 [www.dutchconnection.org.nz](http://www.dutchconnection.org.nz)

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We would be happy to provide you with more detailed information.

**Working Together – Samenwerken**

You can join Oranjehof as a donor or corporate sponsor.

**Let's Tell Our Story – Ons Verhaal**

You or your organisation could host an event or fundraiser. We can assist you (presentation materials, resources, a visit).

# Thank you for your generous contribution



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