# Mogul Portfolio

Website Design



# Gemco Group A new design experience

Gemco is a premier construction company who approached Mogul to pitch for an update to their website. They wanted something next level - to be at the cutting edge of what's possible online.

Gemco Group has constructed many large and iconic buildings around the Hawke's Bay region. We really wanted to deliver an experience of scale – for the web visitor to get a sense of what it felt like to be standing in the entrance of Napier's MTG building, or in the grandstand of the Regional Sports Park. We wanted people to feel like they were actually *there*.

We developed a comprehensive technical document showing the behaviour of the creative components within the site. The *pièce de resistance* was the flythrough video on the homepage that plays through as the user scrolls.

The result: a very happy and proud client with a state-of-the-art website that allows their visitors to experience the buildings in a completely new and innovative way online.

#### Client

Gemco Group

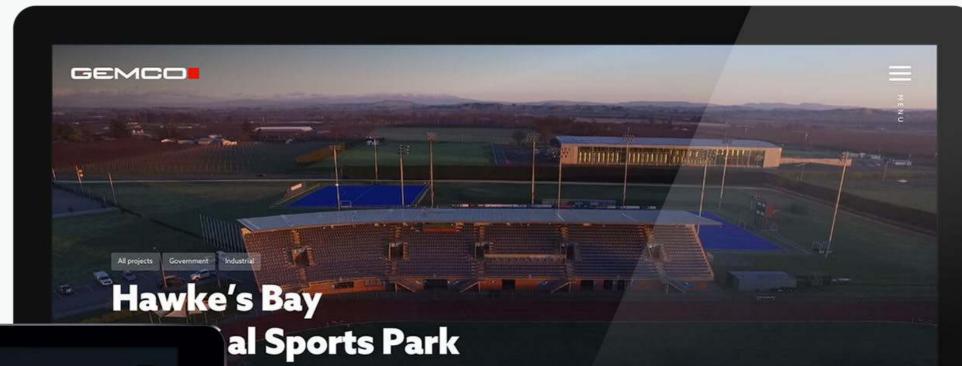
### **Capabilities**

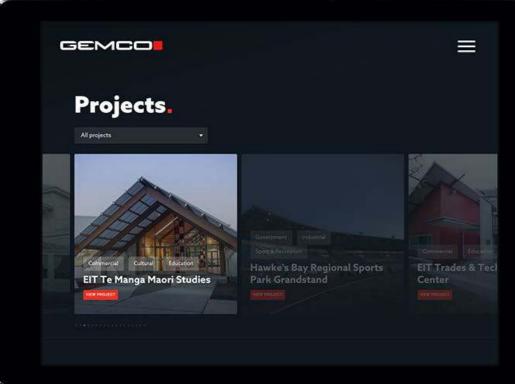
Digital Strategy, SLA, Web Design, Web Development

#### Website

www.gemcogroup.co.nz







al Sports Park tand.



## Where old meets new.

The MTG is one of Gemco's most significant project to date. Napier City Council commissioned a multi-purpose structure to house the Hawke's Bay Museum collection, its associated gallery, admin, and education spaces, and adjoining Century Theater.

This award-winning building is a bold statement of contemporary architecture. A prestigious redevelopment, designed to complement existing structures, and pay homage to the past. Located majestically on the Napier shoreline, it is a magnificent showcase for Hawke's Bay's heritage.





## The Construction Manager Experience.

Having to start construction from the middle of the grandstand and work out towards each wing created multiple working faces.

The addition of starting construction during a very wet winter came with its own set of challenges, and created a very different working environment for the Gemco team.

## The Client Experience.

As the project was undertaken for a charitable trust, project costs were closely managed on a weekly basis

Time was also critical due to the closure of the regions only all weather running track.



## BayBuzz Local Bay news

BayBuzz is a bold and lively magazine providing the folk in Hawke's Bay with their fill of local news.
BayBuzz has also maintained a web presence since 2007. In 2015, Tom Belford, editor at BayBuzz approached Mogul to refresh and modernise the site for their growing number of online readers.

The website has intentionally been designed and styled for readability - across all devices. A narrow body width achieves an optimal number of words per line while a larger line height gives each line plenty of breathing space. Slab serif typefaces, a traditional news typographical style can often be hard read, especially at smaller point sizes. The typeface Sentinel was chosen for its improved legibility at smaller sizes while allowing us to retain the traditional news visual style we were after.

We continue to work with Tom making updates to the website as well as providing consulting advice for future digital endeavours.

#### Client

BayBuzz

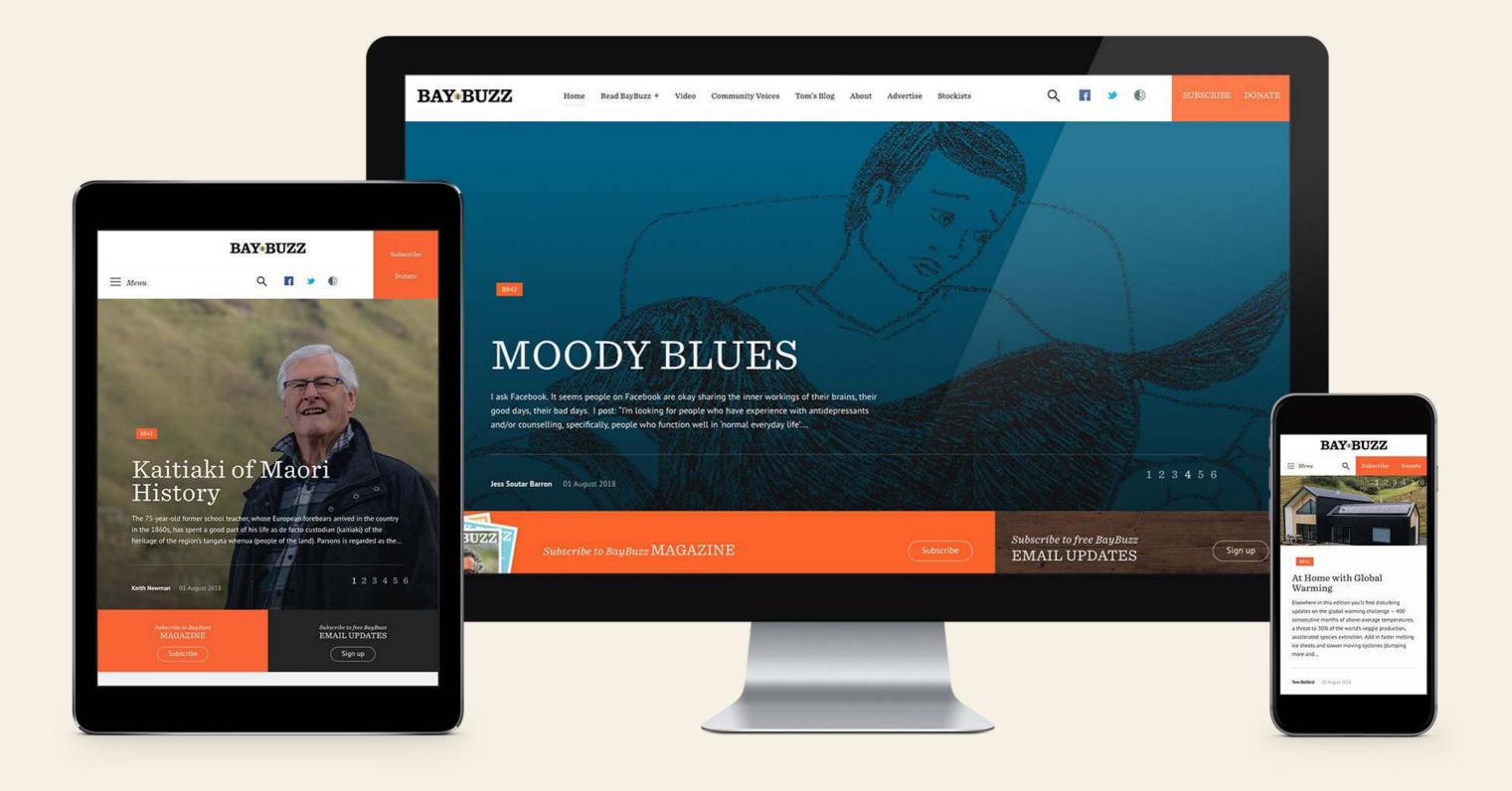
### **Capabilities**

Digital Strategy, Web Design, Web Development

#### Website

www.baybuzz.co.nz





Horse Read Baylluca \* Video Community Voices Torch Blog About Advertise Brackists





## Kaitiaki of Maori History

Keith Newman 01 August 2013 1662

The 75-year-old former school teacher, whose European forebears arrived in the country in the 1850s, has spent a good part of his life as de facto custodian (knitiaki) of the heritage of the region's tangata wherom (people of the land)

Parsons is regarded as the 'go to' man for Maori cultural research and has little tolerance for claims that don't originate from a credible source. "Show me the evidence," he says, if you suggest something that challenges his immense knowledge.

been entrusted with by Maori elders, or point you to a specific minute book at the Maori Land Court in Hastings.

researched for Wastangs Tribunal claims, the books he's written or contributed to biographies at Te Ara website and ongoing consultation with Hawke's Bay iwi and



who is telling the story. We are tribal people and it is not surprising that Maori can

Patrick Parsons, local historian, has spent decades gathering the stories of our elders from recordings, diaries, private genealogy books, land court records and many other sources. He is an authority, a well of knowledge on all things pertaining to the interconnecting tribal makeup of the Ngati Kahungunu tribes of the Napier Hastings area.

Initially the records were kept in Palmerston North with Parsons heading there during or had access to

thing at Hastings Boys' High in 1880, the Mauri Affairs Depa relocated the local Minute Books to Hastings, Parsons and fellow tracher and friend Brian Morris, today head of Huia publishing, were regulars, transfixed by these ancient

Among the determined local recorders of those minutes was Hawke's Bay personality, surveyor and Native Land Court interpreter, J.T. Blake. Today Parsons is defacto custodian for half of Blake's record books and personal archives.

treasures held by himself and others might be better archived for future generations.

Today Parsona is stell the most freegent user of the Minute Books, although he's their own history.

He's also maintained his relationship with Brian Morris, a licensed Maori interpreter (song of chiefly ancestry), telling how be became a custodian of the Heretaunga Plains





MOODY BLUES

BAY BUZZ

Who wants to talk about mental health? I'm thinking about 'ordinary' people. Not those with psychotic illness, full-on addictions, or self-harming behaviour ... although these may evolve from untreated 'normal' stress and depression.

Jess Soutar Barran 01 August 2018 1863

 $Iask\ {\it Facebook}. It seems\ people on\ {\it Facebook}\ are\ okay\ sharing\ the\ inner\ workings\ of\ their$ brains, their good days, their had days

I post: "I'm looking for people who have experience with anti-depressants and/or counselling, specifically, people who function well in 'normal everyday life'. PM me." Two minutes later. I'm overwhelmed by responses. Before I even speak to them, I've learnt the three most important things about mental health: People want to talk about it. Lots of people are dealing with it. The range of experiences is vast; the triggers, diverse, (See sidebar for a selection of people's thoughts.)

#### Cracks, gaps and limits

Bulk funding has opened up the option to use nurses to deliver some mental health help.

"We're unskilling a nurse to be able to offer more time because it's cheaper," explains FitzGerald, who has himself found ways to rive more to clients without additional funding. "I've started doing a problem-solving approach for some people where I see them that's cheaper than seeing a counsellor "



Another tool GPs are using is e-therapies. Practitioners say online programmes like 'Beat the Blues' and 'Mood Gym' can help in many cases, and they are easily accessible and chesp.

Bevin believes many of the simplest, cheapest fixes are also the most effective exercise connecting with people. But once the blues hits, the hardest thing to do is get motivated... the effects of depression keep people inactive and withdrawn. Medication like Prozac,  $% \left( 1\right) =\left( 1\right) \left( 1\right) \left($ and packages of counselling, give patients some respite, but more time is required to make changes that will last longer than the meds or the limited sessions.



Within the spectrum of service providers that includes GP clinics, clinical psychologists and counsellers all working within different modalities. Verona Nicholson is a US-trained sunseller, as well as training and supervisin other counsellors. She feels limiting counselling sessions limits their usefulness

"It takes time to create a safe bond. You spend before you can work on what's happening for that person." The alternative is beginning a get results. "Do you start to open something up

and then say: We better pack all that up again? We need a little time to practise, to learn some tools and try using them. Some people don't even know what they need yet."

That comes with time. Before work even begins, clients are battling with a stigma around seeking help. And working on many levels is the best way to activate changed habits and improved wellbeing. Alongside exercise this can include diet, art and crafts, making onnections, working with spirituality, learning a new skill.





#### BAY-BUZZ









Bridget Freewar-Rock (G August 2013)

within the crook of the long, bubbling, swirling, uneven waters of years ago, it was an arduous three-day fourney from Napter.

The town has a superb 8km river walkway from the historic lighthouse at the bridge to Whakamahia Beach, Information plaques mark Wairon's rich stories and create a pulpable trace of he past. There are five pa sites to peruse, while the CBD riverfront showcases some interesting old buildings, from the Italianate façade of the museum (originally a bank, 1915) to th art deco Gaisty Theatre.



Government in 1807, commemorates Pitiera Kopu, "staunch friend of the Pakelia", in both English and Maori. This was a period of local tensions, between the war of 1865-6 and the arrival (1868) of Te Kooti and his ailies.

Europeans first came to Wairoa in the 1820s - flax Many married into Maori communities. But up until ago) was manifestly Maori in its population, land ownership and sovereign rights.

Kepu was one of the chiefs that signed the sale of land



to the Crown to form the Wairou township in 1864. At the same time the Pai Marire (Maori resistance movement) took hold, and Wairoa (then known as Clyde) became a colonial garrison.

of the road, paddocks filled with maize stubble, the last of the squash, stretch out on a horizontal plain to meet the smooth mirror flat of Lake Whakaki (the largest freshwate lagoon on the East Coast) and beyond the dunes the open sea. To the west, the green earth, thrust steeply upward, forms crushed-velvet peaks and crisp falling folds. Near Whakaki look out for seven mounded hills with their wrinkles of skin' - Iwiten and Tuhara can be clearly seen beached in the wetlands, two of seven whales, as legend has it, transfixed by sunlight into hills.



At the juncture to Mahia Peninsula sits tiny Nuhaka with its legendary fish abop, historic general store and the meeting house at Kahungunu Marae, built and carved under master totelage by World War II vete in the late 1940s. Places like these, and Morere 5 km up the road, once thrived on their remoteness and difficult terrain, with their own industries (a dairy factory at Nuhaka), bustling shops, a lively holiday

rich with story. Maori culture and rural resilience.

Thankfully, the springs are what protected the 364 hectares of lish lowland rainforcet they sit within (one of the last remaining and the largest tract on the East Coast); the surrounding land was

If you walk one of the longer tracks, as well as emigring virgin jungle' with its dramatic nikau palms, pulsates and kohekohe, you can ascend through an utterly different forest of black beech and

Emerging from under the dripping rainforest canopy, soft-akinned and a little giddy after soaking in 35 C healing water, it's something farm, most of it once closked in vegetation that now feels exotic.





# WOW The World of WearableArt

The World of WearableArt, otherwise known as WOW, is arguably the most significant arts event on the New Zealand calendar. We were delighted to partner with such a creative and world-class event held right here in New Zealand.

Not only did WOW want us to re-design and develop the website, but they also wanted a more integrated ticketing and registration system that had as much love and care as the rest of the site.

We built the online store using WooCommerce. This gave us full flexibility when customising the store's design and function to ensure it matched the rest of the site.

During the WOW project, we also implemented a members-only section for media outlets to sign up and receive members-only information. Creating this system through WordPress meant that WOW could control and access everything all through the one integrated system, making life much easier for them.

#### Client

World of WearableArt

#### **Capabilities**

Digital Strategy, E-commerce, Email Newsletter, SLA, Web Design, Web Development

#### Website

www.worldofwearableart.com





