



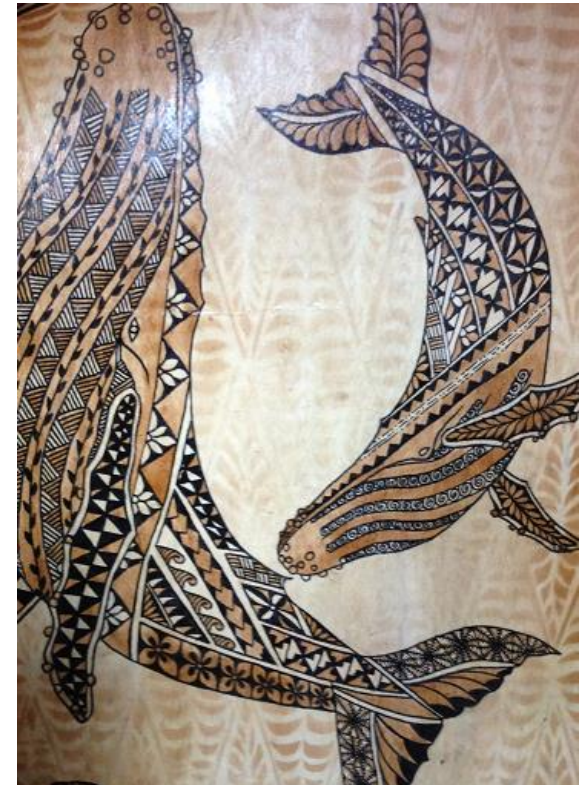
MATAGINIFALE

Legend goes a woman called "Mataginifale" was swallowed up by a whale at Oneonepata, Avatele, a village in Niue and taken to Tonga where she was said to have taught the art of child birth to the Tongan people.



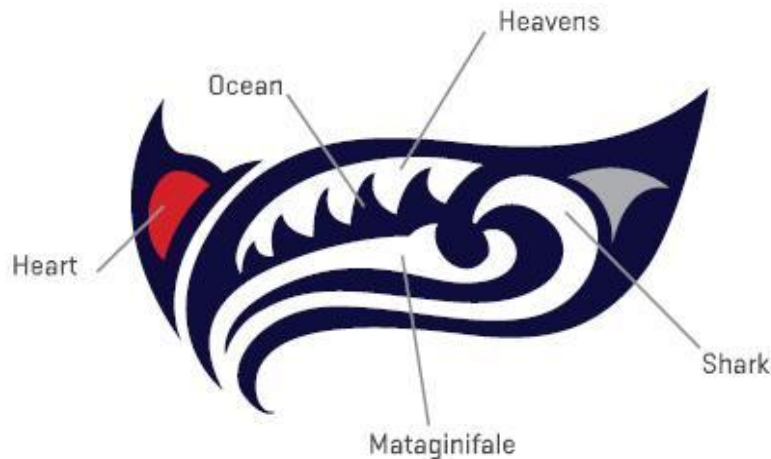
Myths, legends, storytelling, passed down from generation to generation

- We remember through song, dance, oral traditions;
- This is our culture; our heritage.





Oma Tafua's Logo encapsulates Niue's cultural affiliation with marine mammals especially the Humpback Whale



Logo concept

Stylised whale Tail which carries a pacific island feel. The logo required the incorporation of Myth and Legend "Mataginifale" who is portrayed as figure lying down with the ominous figure of the shark surrounding her the fin seen in grey. The waves depict the ocean with the white negative space illustrating the heavens. The red being of great significance being the fabled heart of Mataginifale left on the shores of her homeland, Niue.

**Logo produced especially for Oma Tafua and donated by
Niuean Artist: James Brown**



We as the Pacific People have the “longest standing relationship with our whales” (*Rawiri Paratene*)





- CULTURAL & SPIRITUAL SIGNIFICANCE;
- SOCIO-ECONOMIC VALUES;





- Whales are harmless creatures & considered by Niueans as a good omen:

- There's an abundance of fish during whale season (e.g. wahoo); and
- Seeing a mom and calf also presents good luck for pregnant woman.





Whales are an iconic symbol of the Pacific and a mana/taoga of Niue.





*Lisi hake e tama hele kula ke
kitia.....Our calls to breach....*





- As he was a gentle giant on the field; he is a gentle giant of the sea



Jonah (Lomu)



Why do we
care in the
first place?

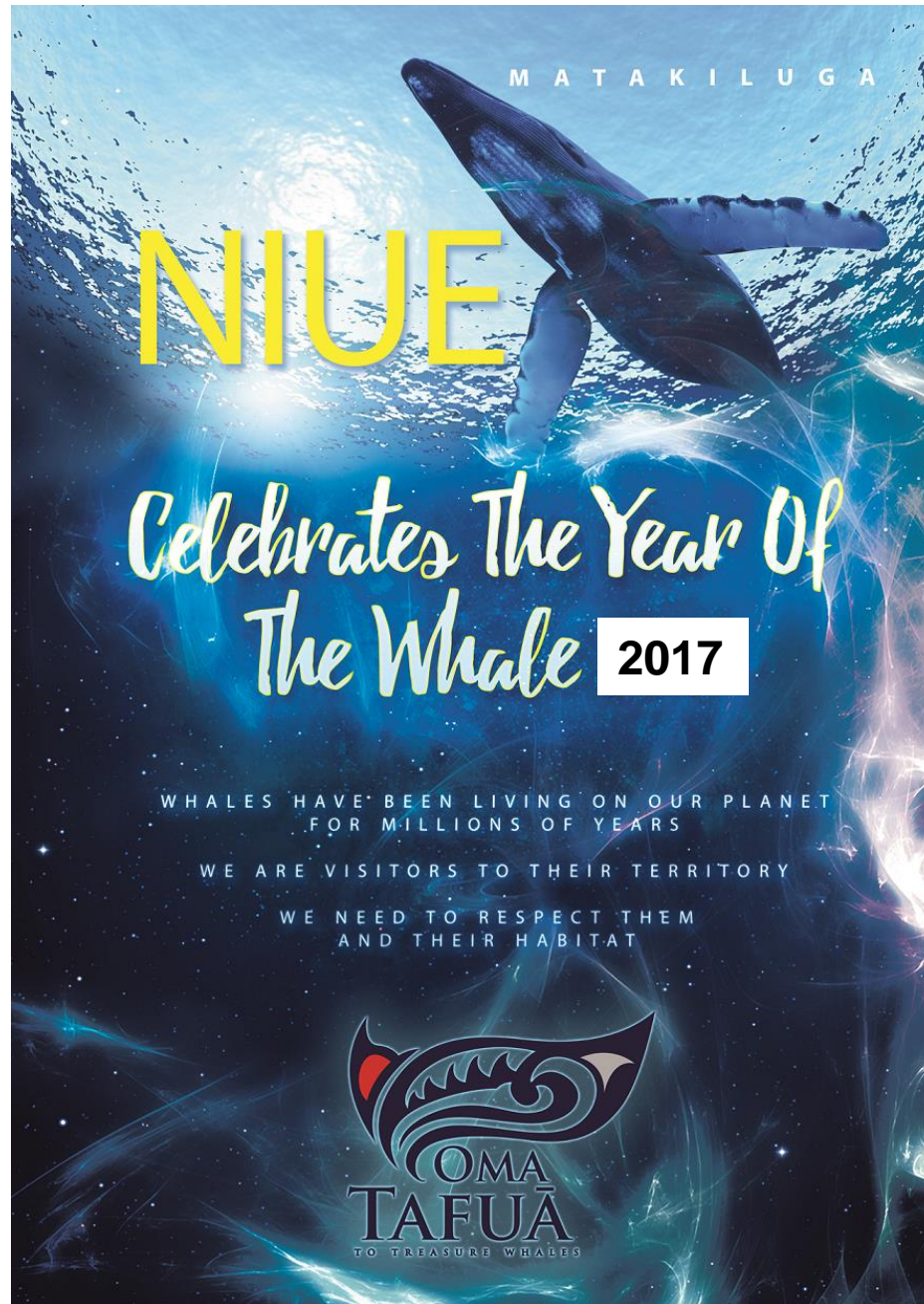




Our Pacific Vision for the Future



*Whales as a part
of our culture; a
part of our
people; is a part
of our DNA;
Thus, it is our
cultural
responsibility not
to deny our
whales their long
term survival in
healthy ocean
habitats.*



***Oue Tulou,
Thank You
and Kia
Monuina***

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