

Unique Design Celebrates Hawaii's Reefs for International Year of the Reef

World renown designer Sig Zane has teamed up with the Pacific Islands Region of NOAA's Office of National Marine Sanctuaries to launch a brand new design to recognize the International Year of the Coral Reef. The design, entitled "*Kai Palaoa*," recognizes the Hawaiian creation chant the *Kumulipo*.

The *Kumulipo* is a Hawaiian *mele ko'ihonua* (genealogical chant). It tells of the interrelationships of the sky and earth, the earth and ocean, the ocean and land, the land and man, man and gods in continuum. The chant says that "*Hanau ka Uku ko'ako'a, hanau kana, he 'ako'ako'a, puka!*" The coral gives birth to an offspring, the coral head emerges!"

Keeping this in mind, Sig and his son Kuha'o created a new design that was revealed recently at NOAA Office of National Marine Sanctuaries' Mokuapapa Discovery Center in Hilo, Hawaii.



Two elements were forged in the creation of this print. The handwritten words come from the *Wa 'akahi* of the *Kumulipo* (the First Age): from the darkness came life – the *'ako'ako'a*, or coral reef. The *'ohe kapala* imagery of the *nalu* (waves) and *moku* (island) express the activity that happens above the coral reefs ... wave upon wave breaking above, all while the island continues to grow.

In part, the aim of International Year of the Reef is to strengthen awareness about the ecological, social and cultural value of coral reefs and to generate actions that will help with the conservation of these ecosystems so they will be around for generations to come. The National Oceanic Atmosphere Administration (NOAA) and the Office of National Marine Sanctuaries acknowledge Sig and Kuha'o's work. A portion of the designs proceeds will go to the National Marine Sanctuary Foundation (www.nmsfocean.org) to continue to help preserve our nation's coral reef ecosystems.

Recently, recording artist Daniel Ho collaborated with Sig Zane on the name for his new original composition, "*Kai Palaoa*", written to honor Hawai'i's humpback whales. He performed "*Kai Palaoa*" for the first time in public on June 3rd in Washington D.C. at the

Sixth Annual National Marine Sanctuary Foundation Capitol Hill Ocean Week (CHOW) Leadership Awards Dinner. Representatives from NOAA's National Marine Sanctuary Pacific Islands Region wore the *Kai Palaoa* print at the dinner to help promote this partnership between Outrigger Hotels & Resorts, Sig Zane Designs and Daniel Ho Creations. A portion of the proceeds from the special collection, and from Daniel Ho's upcoming CD "One Ocean" will be donated to the National Marine Sanctuary Foundation to support the educational programs it provides for Hawai'i *keiki*.

To learn more about Sig Zane designs or to view the *Kai Palaoa* design, please go to www.sigzane.com.