



12 designers & artists select from 10,000+ flags: Arch McDonnell & Toby Curnow (designers, joint) / Matthew Galloway (graphic designer & lecturer) / Sarah Maxey (graphic artist) / Neil Pardington (artist & designer, Kāi Tahu, Kāti Mamoe, Kāti Waewae, Pākeha) / Dan Newman (designer) / Bruce Connew (photographer) / Desna Whaanga-Schollum (designer & artist) / Catherine Griffiths (designer & typographer) / Lisa Reihana (artist) / Thomas Le Bas (designer & vexillologist) / Dr Johnson Witehira (designer & academic) / Kelvin Soh (graphic designer & publisher)

Disclaimer: This is not a solution, but a visual statement. In the wake of the announcement by the Flag Consideration Panel of the Government Referendum longlist, and subsequently, the shortlist in September 2015, Sarah Maxey (graphic artist) and Catherine Griffiths (designer and typographer) put a call out to designers and artists to scan through the 10,000+ flags on Flagpost (where they remain visible), and make their own selection as individuals, based on a criteria of their own wishes, independently, as people of Aotearoa New Zealand. There were no rules, no prescription and no pre-determined number. Those who accepted the call are represented in this poster across the 12 columns. This is a raw selection, unedited, openly presented. The most common flags are displayed top-most, move vertically downwards to a cross-section of single choices across the myriad designs. There is no other hierarchy or intervention. Our selection is intended as an alternative view—grouped thematically, roughly in such a way that the information fits together, and remains simple. We have identified flags that were worth considering had political agendas been put aside, and if representatives from the design, art and vexillology disciplines had been included. All but two from our selection were eliminated by the FCP from their longlist, and none made the first shortlist. One design has been nominated from outside the referendum. We would like to acknowledge and thank the people who designed the flags presented in our selections. / October 2015