

March 2015

Background information

To create a point of difference, something for Morrinsville to “hang its hat on” and be famous for. To attract visitors and create a buzz around town. In turn we hope this will showcase our town to not only our local visitors but also our international visitors as they come to see the other wonderful things we have in the Matamata Piako District like the Mineral spa’s, Rail Trail and walking tracks at Te Aroha or the Hobbiton movie set in Matamata.

The idea of art was to enhance what we already have with Wallace Gallery in Morrinsville which show cases Sir James Wallace’s art collection. Sir James owns New Zealand’s largest private art collection in New Zealand.

How we started...

We employed the skills of Mat Bailey from Matcraft Marine to come up with a realistic looking cow. He then had a mould made and we were into production. Mat and his team produce 2 – 3 cows per week for us. This mould was funded by our major sponsor CooperAitken.

The cows are approx 4mm thick with reinforcing in areas of need e.g, horns, ears etc.

We sort advice from Resene about how the cows should be painted, what products taking into account they would be in the public arena under our harsh UV skies. Resene have sponsored the paint and also the anti graffiti finish which was applied by local business Greenville Auto painters for a professional finish and seal.

Over time our “sponsoring businesses” will have the opportunity to have their cow repainted to freshen up the herd.

The cows will be bolted down to 300kgs of concrete in a plinth designed to ensure the cow “stays put”.

In the near future we hope to have a website and possibly a mobile app for people to read about our cows, their artists and sponsors.

It will also have an art trail so they can find the “herd” for themselves. We are actively looking for a website & mobile app builder.

Matamata Piako District Council have also assisted with the placement of the cows in the streets of Morrinsville ensuring safety is paramount taking into consideration visibility for traffic and pedestrians, walkways are clear and underground services are not compromised.