



ExtINKtion

Ink and a little imagination helped raise \$10,000 for Forest & Bird and Zealandia, as **Emma ten Have** explains.

The idea was simple and low key – gather a small group of people (about 16) to come together for one day in Wellington to receive “flash tattoos” of native bird species – raising awareness about conservation issues in the process.

I never anticipated the amazingly enthusiastic response I would receive from the Wellington community. About 400 people attended the fundraising event and, with the help of Wellington tattoo studio Kakapo Ink, 130 people received tattoos!

ExtINKtion started as a small project for my Science in Society Masters course at Victoria University. But the concept snowballed, and over the space of a few weeks it became much bigger than I originally expected.

The growing queue of people lining up outside the Hudson bar in Wellington on Sunday 22 September indicated this had become something much bigger than my original small-scale science communications project.

I had created the designs for 16 native birds, together with their current conservation status. People could choose which one they wanted tattooed on them, and I hoped the process would start new conversations about our endemic birdlife and their conservation.



TŪI-TASTIC READER COMPETITION

Auckland artist Laura Layton has donated this stunning framed original painting of a tūī with kōwhai (RRP \$600) as a special reader giveaway. Laura is a full-time painter from North Auckland who specialises in creating intricate and detailed native birds, animals, and most recently whales and marine life, all with a touch of whimsy. You can see more of her work here: <https://www.facebook.com/ArtbyLauraLayton/>. To be in to win, email draw@forestandbird.org.nz with your name and address and the keyword TŪI. Entries close 1 February 2020.



Conservation and tattoos aren't usually things that go together. I thought it might be a new and exciting way for people to show their support – and raise money for two wonderful environmental charities in the process.

People often choose a tattoo design as a way of feeling connected to something. If a person cares about something enough to put it permanently on their skin, they will likely talk about it with anyone who asks. I wanted to harness the power of this – could I turn participants into live “nature conservation exhibits” that would stimulate a conversation about the birds and their threats?

Members of the Kakapo Ink team donated their time. The Hudson provided an amazing venue, and Garage Project donated a keg of beer.

The biggest thanks goes to the conservation organisations such as Forest & Bird and Zealandia who do the hard work – protecting our wildlife in New Zealand so fiercely. There will be more ExtINKtion events to come in the future, and each one will bring new designs (and not just birds!).

■ Emma's innovative tattoo event raised \$5,000 for Forest & Bird and \$5,000 for Zealandia. Our thanks go to Emma and everyone who supported her.

