

SIG ZANE DIRECT TESTIMONY

Q Please state your name, place of employment, and position.

A Sig Zane, President of Sig Zane Kaiao.

Q Please tell us about your company, Sig Zane Kaiao (SZK) and what it does?

A: Sig Zane Kaiao creates visual designs based on cultural perspectives.

Q How did you begin working with The Howard Hughes Corporation (HH)?

A We were invited to identify the historical and cultural aspects of their holdings and to offer tangible imagery to illustrate the heritage of place. Offering names to their projects became the next step as our research brought forth an understanding of residual mana and its importance to place.

Q Please describe the assistance that HH requested with respect to the Kō'ula Project?

A Sig Zane Kaiao was asked to submit a name for the Project.

Q Why is it important to treat the process of developing, bestowing and accepting the name for a project with respect and care?

A A name begins the process of birth and growth. A spirit grows stronger with every call out of the name and is the basis for residual mana. Gifting a name begins a project's identity and eventually leads to its success.

Q Please describe the process of how you developed the name Kō'ula?

A Our research begins with the specifics of place. The land where the project will be built is located in the Kona district of Honolulu and more specifically in the lands of Kakaako. Kō'ula is the place name where the Ward family resided and did their business. We fortify the strength of place by the constant use of the historic name.

Q What is the meaning and significance of the word Kō'ula, and how is the name reflected in the project's design and integration within Ward Village?

A Kō'ula is a variety of sugar cane. This meaning is reflected in the organic shape within the architectural lines of the project, which are similar to the growth of the cane. Looking at the wide interpretation of the word Kō'ula, there are valuable aspects that offer deep spiritual meanings. Kō can be a possessive

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term, a subliminal “ownership of place”. ‘Ula is a descriptive term for royalty, alluding to a higher level of place. The name carries significant “water value” as another metaphor for wealth, and this concept is connected to the area of Ward Village because the area was formerly known as Kukuluāe‘o, which supported productive marshland, salt ponds, fishponds and other valuable water-based resources. The name Kō‘ula therefore invokes present and historical images of a landscape of luxuriant growth, prosperity, and peace. We acknowledge tradition and honor place by calling forth its rich heritage.

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