

MĀLIA KA'AIHUE DIRECT TESTIMONY

PRESENTATION HEARING

Land Block 5, Project 3 (The Launiu) (KAK 23-001)

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

A Mālia Ka'aihue, PhD, Founder and President, DTL Hawaii.

Q How long have you held this position?

A Approximately 9 years, since January 2014.

Q Please describe your educational background and professional experience.

A Please see my resume, marked as an exhibit in this proceeding.

Q Please tell us about your company, DTL Hawaii, and what it does.

A DTL Hawaii (DTL) is a multidisciplinary Hawaiian strategy studio that helps businesses, governments, organizations, and communities navigate change. DTL has built a respected reputation within the community as a creative interpreter of culture through planning and design. DTL's deep understanding and knowledge of Hawaii's sensibilities and sensitivities has led to it successfully facilitating dialogs, bridging perspectives and developing appropriate collaborative solutions to both challenging issues and exciting opportunities within our community.

Q Please describe the assistance that Victoria Ward, Limited (VWL) requested with respect to this project, The Launiu (Block A).

A VWL requested that DTL present name candidates and recommendations for the Block A project, including the name that was ultimately chosen, The Launiu. VWL also requested that DTL describe VWL's approach and commitment to integrating cultural narratives and elements within Ward Village developments, including The Launiu.

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

A The Hawaiian word for name is *inoa*, and Hawaiians have long considered it to be a person's most important possession. It is believed that a name has *mana* (an influencing power or lifeforce) and because of this, the name becomes a living entity and causes beneficial outcomes for the individual. This is why new names were traditionally chosen only after careful thought and consultation.

Q Please describe the process of how you developed the name The Launiu.

A The factors we use to arrive at the name candidates included reflecting on the significance of naming; evaluating name candidates based on the qualities of an effective name; evaluating the distinctiveness and ease of name candidates; evaluating the meaning, depth, positivity/negativity and ownability of name candidates; considering names inspired by the place or design of the building to be named; considering names inspired by VWL's brand messaging; and an overall discussion of these factors with VWL.

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

A The Launiu, Block A, will welcome area residents and visitors alike at the makai entry of Ward Village. Uniquely situated at the turn of Ala Moana Boulevard and Ward Avenue, the name Launiu evokes the serenity and history of place.

Lush and sprawling coconut (niu) groves have long been the iconic image of serene Hawai'i living. The coconut grove and swaying fronds or leaves (lau) that graced the former estate of the Ward 'ohana, Old Plantation, provided shade as a respite from the sun, as well as practical needs of living and comforting rustling sounds caused by the cooling trade winds.

In addition, niu is and was an important staple in Hawaiian culture – providing nourishment as food, sustenance, and serving as material for building, crafts, and more

Q Please describe VWL's approach and commitment to integrating cultural narratives and elements within Ward Village developments, including The Launiu.

A VWL demonstrates a commitment to respect and bring forward the history and culture of this special place by integrating cultural narratives and elements throughout Ward Village in several ways.

Naming

The naming of The Launiu reflects the deep respect and gratitude for the project's location at the makai entry of Ward Village, and evokes the serenity and history of place, including, the coconut (niu) fronds or leaves (lau) that graced the former estate of the Ward 'ohana, Old Plantation.

Likewise, other developments within Ward Village, such as Ulana Ward Village, the Ka La'i o Kukuluāe'o Park, and Kalae, which were name candidates and recommendations provided by DTL, were selected by VWL to recognize and celebrate the rich history and culture of this special place.

Location and Open Spaces

The Launiu will be located within Land Block 5, which is bounded by Auahi Street to the north (mauka), Ward Avenue to the east (Diamond Head), Ala Moana Boulevard to the south (makai), and Kamehameha Schools-owned land to the west (‘Ewa).

The Launiu’s location, mauka-makai orientation, and interface with the Ala Moana boulevard, Ward Avenue, the future tree lined Auahi Street pedestrian promenade, Ulana, the future 30,000 square foot Ka La’i o Kukuluāe’o Park (formerly known as the Ewa Plaza), and Victoria Ward Park (mauka and makai) is designed to allow residents and visitors to experience the different open green spaces and connect with the ‘āina and one another in a way that is meaningful

Ward Village, as a whole, is projected to provide nearly 9 acres of open space and nearly 8-1/2 acres of public facilities for community gatherings and events – all secured and maintained without expense to the public.

Building Location and Orientation

The building’s location and orientation were carefully considered to preserve mauka-makai views. Mauka-makai views are not only important for visual aesthetics, but are also important to maintain metaphoric connectivity and balance that is and has been so important to Hawaiian culture and the people of Hawai’i since time immemorial.

Use of Storytelling to Integrate Cultural Narratives and Elements

The Ward Village Neighborhood is a part of the former Ward Estate which extended from Thomas Square to the shoreline. The over 100 acres of lands in the Ward Estate generated income from various goods and crops, such as coconut (niu), makaloa grass, cattle, horses, taro, kiawe firewood, fish, and salt from the estate’s salt plans. Thus, the lands underlying the current Ward Village Neighborhood have a long history of productivity, culture, and community.

The Victoria Ward Park (mauka and makai) is planned to integrate cultural narratives through storytelling elements inspired by the former estate of the Ward ‘ohana, Old Plantation, which may include lyric sidewalks with ample shade and lush landscaping, play structures inspired by palai ferns, pergola structures inspired by the shade provided by waving palms, seating terraces in the makai park incorporating horses or cattle, and native flowers and flowering trees.

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