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### **Everyday Material Artefacts as Symbols of Nation: From 'Kitsch' to Seriously Collectible**

In the face of globalization, there is an increasing valuing of objects that distinctly express one's own nation. 'Kiwiana' are objects that were long considered trivial representations of New Zealand culture - home-grown brands, and items decorated with locally recognised symbols. Vintage versions of these objects, once defined as junk, have become highly collectible. The sub-category Maoriana appropriated indigenous cultural symbols for decorative and tourist trade purposes. This presentation investigates the recent incorporation of twentieth century 'kitsch' kiwiana into museum collections.

These items originated in various categories:

- everyday household objects created by local manufacturers
- tourist souvenirs
- folk-art: hand-made non-commercial items created by hobbyists.

My research is on the 'migrating meanings' of these items, from taken-for-granted prosaic to valued symbols of nation.