

COMPANY PROFILE

>> pūkeko-who?

Pūkekoblue Science Communication Ltd (Pūkekoblue) is a well established and respected provider of technical, science-based copywriting and exhibition development services based in the Manawatū (incorporated 2006).

Compact, agile and fuelled by the passion of a Kiwi owner, we choose to focus on creating enduring relationships through providing excellent service to a small, select group of clients.

>> what do we offer?

Pūkekoblue offers a personalised approach to those seeking fun, innovative and highly-effective ways to communicate their messages to target audiences – with energy and impact. Our expertise is oriented towards the science & technology and education markets, but encompasses the entire spectrum of communication experiences.

At the broadest level, our skills base includes:

- technical research and writing
- creative concept and content development
- multimedia design and production
- exhibition curation and interpretation
- website production
- consultation and training
- creative project management

We operate to our own sustainable procurement policies and aim to use low-impact, environmentally-friendly technologies and production methods within our own business and encourage our clients to do the same.

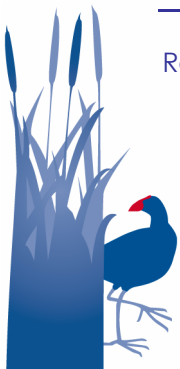
>> who's the boss?

Managing Director and Lead Technical Writer/Curator Bettina Anderson is the company wordsmith and brings a wealth of science & technology communication experience (across the education, science, local government and cultural sectors) to bear in any creative project.

Bettina's service sphere extends well beyond just 'the words'! In her capacity as a seasoned project manager in the creative realm, she and her partner graphic agency – [Inc Creative](#), can offer full turn-key solutions to any communication, exhibition and visitor experience challenges.

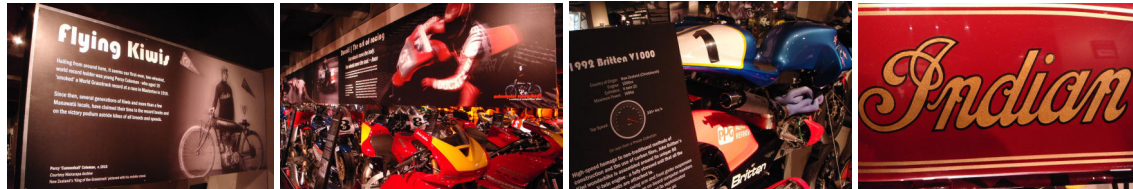
>> what have we done?

Refer overleaf for some brief highlights from our work portfolio...



>> interactive exhibition development

Motorcycles Unleashed Heritage Exhibition 2008/09: 8 months researching and curating a temporary blockbuster exhibition of classic New Zealand racing bikes and motorcycling heritage. Over 65 bikes, vintage attire, memorabilia and archival footage on display. Client: Te Manawa Museum.



>> technical writing



Manawatu River Theiss Riverprize Award Entry: Preparation of a detailed application and interactive data CD (CD design work by Inc Creative Ltd) for entry of the Manawatu River in the prestigious international 2008 Theiss Riverprize Award. Client: Horizons Regional Council.

>> public engagement



Picture Your Environment Roadshow: research, design and development of an interactive community consultation roadshow that toured the Manawatu-Wanganui region for 3 months in 2005. Client: Horizons Regional Council.



>> interactive education facility development



Green RIG Mobile Environmental Education Experience: Project management, fundraising, content development and digital exhibit content/web design – for this innovative eco-education classroom-on-wheels. See www.greenrig.co.nz for more info. Client: Horizons Regional Council.

