



PRESS RELEASE

URU

A short film produced by Hiona Henare & Ngawaeroa Maniapoto

Written and directed by Hiona Henare

Starring Noa Campbell and Shannon Claire

Uru tells the story of a disenchanted woman who turns from her Maori ancestry to embrace a new way of life with the European settlers. The film is based on a speech made by Akenahi Tomoana, a highly respected woman from the East Coast of New Zealand, who's speech influenced a whole community of tribal women to take control of Maori women's rights, Maori issues and cultural identity at a local conference in 1895. The Maori women's movement was part of a political up-rise across New Zealand in response to post treaty colonialism.



Uru is intended to give a retrospective look at colonization and how the European way of life impacted on Maori women in the mid 1800's. Therefore Uru makes a cultural and political stand, it seeks to represent and celebrate the ancient practices of Maori Wahine Atua, or Maori goddesses who valued ancient traditional practices such as karakia, karanga, moteatea, rongoa, childbearing and so forth.

Uru has screened in over 12 film festival across New Zealand, with a special preview on Maori Television on Waitangi Day, and international screenings at the ImagiNATIVE Film & Media Festival in Toronto, and recently at the Museum Fuer Voelkerkunde in Hamburg. Uru received funding from the Hon. Tariana Turia, and Executive Producer Nicole Hoey from Cinco Cine Productions. Both women are leaders in their respective industries and advocates of the Maori Women's Welfare League - which I am also a part of. Uru received the South Seas 'production of the year' award and two 'peoples choice' awards at the 2010 Wairoa Maori Film Festival.

Country of production:	New Zealand
Run time:	00:16:34:11
Year:	2010
Genre:	short drama
Format exhibition:	Ratio: 16:9
Format original:	JVC (Standard Def)
Language original:	Maori
Subtitles:	Subtitled in English



Awarded:

2010 South Seas Film School, Best Maori Production
2010 Wairoa Maori Film Festival, Peoples Choice Award
2010 Wairoa Maori Film Festival, Best Actor Festival Selection:
2010 Wairoa Maori Film Festival
2010 Te Papa Museum Film Festival
2010 Auckland University of Technology - Indigenous Film & Television Symposium
2010 Waikato Museum Short Film Festival
2011 Film Café - The New Zealand International Film Festival
2011 12th ImagiNATIVE Film & Media Arts Festival, Toronto
2012 Maori Television, New Zealand - Waitangi Day special
2013 Museum Fuer Voelkerkunde, Hamburg Germany
2013 Te Papa Museum, Wellington, New Zealand