



Challenge Engineering, Princes Street

1909

Use	Engineering Workshop	Historic Value	4 out of 5
Materials	Concrete frame, timber and steel roof trusses	Architectural Value	1 out of 4
NZHPT Registered	Not registered	Technical Value	1 out of 2
Valuation No	12340-403-00	Symbolic Value	2 out of 3
Legal Description	Lot 54 Pt Lots 47 & 55 DP 34 Lots 2 & 3 DP 2757 Lots 1-9 DP 2872 Lots 11 & 12 DP 3047 Lot 1 DP 4055, Lot 2 DP 7865 Lot 2 DP 9958 Pt Sec 18 Town of Hawera, Subject to r/w	Rarity	- out of 2
Map Reference	PE2	Townscape Value	1 out of 2
		Group Value	1 out of 2
		Overall Cultural Heritage Value	10 out of 20

Description

Challenge Engineering is a large workshop complex, comprising buildings constructed at several times. The main building on the corner of Princes and Rowe Streets has concrete walls, timber joinery, and timber and steel roof trusses and was originally 20,000 square feet. The much higher building at the far end of Rowe Street (on the Albion Street corner) has steel trusses and clearly dates from a later period. Both parts have simple gable roofs, clad in corrugated iron, while the facade to Princes Street has a horizontal parapet somewhat disguising the large scale industrial building behind.

History

The main building was constructed for the Dominion Dairy Show, the first show being held in 1910, attracting 13,613 visitors. The show would run for four days and displays included agriculture implements and machinery, butter and cheese; an early (undated) layout drawing shows large exhibition areas for the New Zealand Government Agricultural Department, dairy produce, "dairy machinery appliances in motion", dog and poultry sections, and side shows (literally off to the side of the main exhibits). For a number of years the show had an annual feature, the slogan for which was "British Goods for British People".

It was an extremely popular show, with special trains laid on to bring people to Hawera. People would often buy a season ticket to the show and visit every evening. Other major events in Hawera were organised at show time, including rugby games and repertory shows. Through the medium of the Winter Show many organisations have gained publicity - the Women's Institute, Women's Division of Federated Farmers, Boys and Girls Agricultural Club, Federated Mountain Clubs and the Tourist Department among them.

Architect

James and Gilman, Hawera. As well as the layout drawing referred to above, Duffill and Gibson designed a "Proposed Addition to Winter Show Buildings" known as the Lloyd George Hall in 1918; this was for the South Taranaki Winter Show Ltd.

Builder

R W Bond, New Plymouth.

Statement of Significance

The Challenge Engineering buildings, formerly the Winter Show buildings, have played an important part in the social and agricultural life of Hawera. The Winter Show was a regular and keenly anticipated date in the calendar of the town and it brought many people together from all walks of life. The Show flourished from its beginnings in 1910 through to the time of World War II. Although there is little of architectural merit in the buildings, they provide large, functional and adaptable spaces, as can be seen in their more recent life as a heavy engineering workshop.

Sources

Hawera Star Centenary Supplement, Arthur Fryer
Architectural drawings, Cowie Rockell Chong, Hawera
Centennial History of Hawera and the Waimate Plains, C J Roberts

Date

June 1997
Minor amendment made in November 2002.