



MONTESSORI@Howick Primary

individuals ~ learning ~ growing ~ together

A NEW WEBSITE And a new look

Along with the launch of our new website www.montessorihowickprimary.school.nz in May 2010, we also formally updated our name, logo and overall look of our promotional material thus achieving a more contemporary feel and look.

Our name

The Montessori Unit is now called 'Montessori @ Howick Primary' to reflect the unit as both an individual entity whilst also being part of Howick Primary. The name communicates more effectively who we are and what we offer.

Our tag-line

You'll notice our "tag-line" - "*individuals ~ learning ~ growing ~ together*". The tag-line signifies part of what Montessori education is about - individualised learning and also growing together cooperatively as part of the Montessori community. These key themes emerged from our parent's survey in 2009.

Parents like Montessori Education because it offers flexibility, freedom and choices for children. (Parent Survey, 2009)

Parents value the 'fellowship' and 'family feel' of Montessori @Howick Primary's close community. (Parent Survey, 2009)

Our logo

The logo or symbol has been developed over a period of time with consultation and input from the children, teachers, parents and the trustees. Naturally the logo will be interpreted differently by different people - this is the nature of a logo.

Primarily, the logo was developed as a visual representation of our name and tagline. It was felt that the logo should represent the key themes of 'individuals' and 'community'.

In addition, it was important for the logo to depict that we live in New Zealand, and also that the logo was "natural" and from "nature". (Initial consultation showed a preference for plant-based design concepts). An image from "nature" would also tie into the Montessori philosophy of respect for our environment and love of the natural world. Finally, we wanted our logo to depict a peaceful, calm and natural image - to reflect the Montessori classroom itself.

The fern and the koru are well known New Zealand icons - but we wanted to depict the fern differently

and hence the use of the fern leaflets as they emerge into full grown ferns just as our children emerge and grow into young adults. The leaflets are touching each other just as our children rely on contact with each other, but the leaflets do not overwhelm each other just as a child should respect the independence of another child.

Some of our inspiration came from Maori tradition - where the plants of Aotearoa are the children of Tanemahuta the guardian and creator of the forests. Hence the use of the fern leaflets to depict children growing within a Montessori community.

The use of the circle surrounding the leaflets symbolizes our society, our globe and our worldwide Montessori community. But the circle is left open so that the leaflets or our children can move and push beyond the boundaries.

"Maria Montessori intended that children be placed at the centre of society to enable all children to become caring, self-motivated and fulfilled individuals, able to create a harmonious and peaceful future for humanity" (www.montessori.org.nz/dr-maria)

Our new colours

The use of the softer **Montessori** green enhances and supports the meaning of our logo. It depicts a peaceful, fresh and lively image for our Montessori Unit. It also provides a contrast with the formal Howick Primary school maroon colour.

Our website www.montessorihowickprimary.school.nz

Our website is informative and easily navigable so that prospective families can learn all about Montessori @ Howick Primary. The website provides detailed information about the school, how to enroll and about Montessori teaching and philosophy. It is also a resource for our children and parents. Photos of events feature on the website, as do events calendars for each term and newsletters. The "What's New" section of the website is where you'll find the latest news. The children are responsible for their section of the website under "What's New - Students". The website has received great reviews so we know people are finding it useful and interesting!