

Paint Pāhoa Town



Paint Pāhoa Town is a paint refresh project aimed at revitalizing buildings in Downtown Pāhoa. The goal is to enhance the aesthetic of storefronts with vibrant-colored paints and integrate murals, art motifs, and patterns that elevate the mele Ke ha'a lā Puna i ka makani (Puna is dancing in the breeze) - a poetic reminder that our relationship with nature is at the core of who we are.

Who can participate?

Downtown Pāhoa businesses and organizations along Pāhoa Village Road – between Post Office Road and Akeakamai Loop – are encouraged to be part of this rejuvenation endeavor.

Why are you doing this?

A town's appearance reflects the cultural identity, values, and narrative of a community. Research suggests that towns experience an increase in public safety and economic benefits following transformation of the built environment through paint refreshments, art, and landscaping. Paint the Town strives to uplift residents, support businesses, and increase a sense of community pride.

I am in the project target area. What do I need to do to participate?

Project team members will begin canvassing the area beginning March 1 to talk story with businesses and organizations about the paint refresh effort and ways to enhance building exteriors through paint, art, and signage. Contact aloha@revitalizepuna.org with questions.

What does it cost to participate?

A combination of grants and private donations have been secured to purchase paint and other materials needed to support this project. While there is no cost for a business to participate, we encourage everyone to lend a helping hand on designated work days and provide refreshments for volunteer painters.

Where can one make a donation or volunteer to paint?

Donations can be made online via Pāhoa Lava Zone Museum. Register to volunteer by scanning the QR code or completing this form: bit.ly/PaintPahoa



How will *Ke ha'a lā Puna* be incorporated into the paint refresh?

This mele will serve as inspiration for art throughout Downtown Pāhoa. From murals depicting specific lines from this song to motifs and patterns showcasing the wind, hala groves, hula, lehua flowers, and the powerful energy of Pele and Hi'iaka, local artists will beautify building exteriors by bringing this mele to life through visual imagery.

What does *Ke ha'a lā Puna i ka makani* mean?

The mele (song) *Ke ha'a lā Puna i ka makani* means *Puna dancing in the breeze*, and it tells the story of the landscape, trees, and ocean being initiated by the movement of the wind. It is the first hula that Hi'laka learns from her friend Hopoe and performs for her sister Pele. This poetic text reminds us that our relationship with nature is core to who we are because the ocean, the wind, the flowers, the trees – they are the first dancers.

<i>Ke ha'a lā Puna i ka makani</i>	<i>Puna dances in the breeze</i>
<i>Ha'a ka ulu hala i Kea'au</i>	<i>The Hala grove dances at Kea'au</i>
<i>Ha'a Hā'ena me Hōpoe</i>	<i>Hā'ena dances along with Hōpoe</i>
<i>Ha'a ka Wahine</i>	<i>The Woman dances</i>
<i>'Ami i kai o Nānāhuki</i>	<i>[She] sways at the sea of Nānāhuki</i>
<i>Hula le'a wale i kai o Nānāhuki</i>	<i>Dancing is delightfully pleasing at the sea of Nānāhuki</i>
<i>'O Puna kai kuwā i ka hala</i>	<i>The essence of Puna reverberates through the hala</i>
<i>Pa'ē pa'ē ka leo o ke kai</i>	<i>The sound of the sea strikes the ears</i>
<i>Ke lū lā i nā pua lehua</i>	<i>Lehua blossoms are sowed about</i>
<i>Nānā i kai o Hōpoe</i>	<i>Look towards the sea of Hōpoe</i>
<i>Ka wahine 'ami i kai o Nānāhuki</i>	<i>The Woman who sways at the sea of Nānāhuki</i>
<i>Hula le'a wale i kai o Nānāhuki</i>	<i>Blissfully dancing at the sea of Nānāhuki</i>
<i>He inoa no Hi'iakaikapoliopole</i>	<i>A dedication to Hi'iakaikapoliopole</i>

Do I get to select paint colors?

A brightly colored paint palette of blue, pink, yellow, green, and brown tones have been selected for this project. We invite participants to choose from these options in order to have a cohesive visual aesthetic throughout the town.

Where can I direct questions?

Email aloha@revitalizepuna.org with any questions you might have about the project.

Who is organizing Paint the Town?

This project is being convened by Council District 4, the Kīlauea Disaster Recovery Division, Mainstreet Pāhoa Association, and Pāhoa Rotary Club, in collaboration with community-partners and members spanning Revitalize Puna's Economic x Built x Youth Resilience Capacity Areas.

