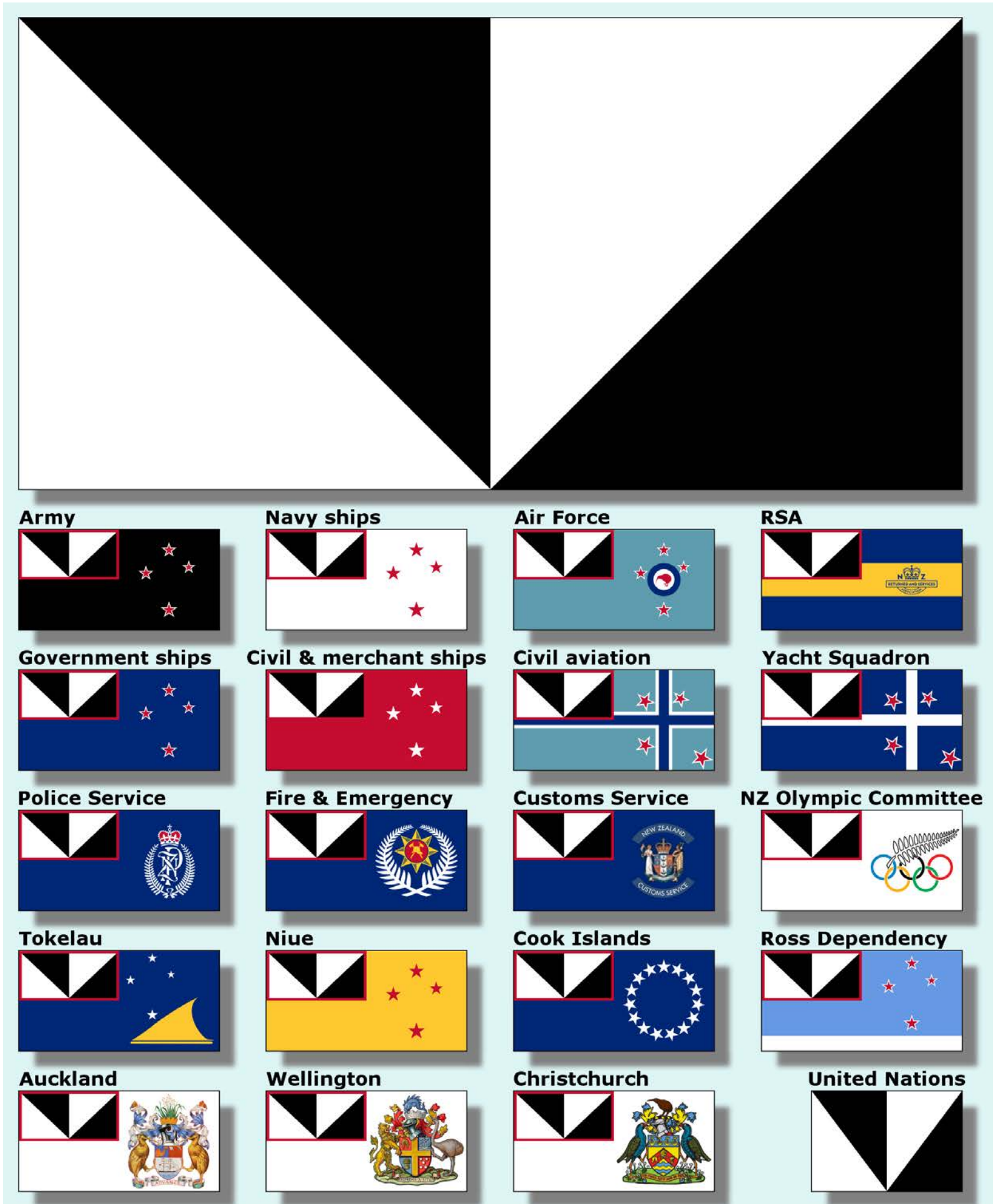


“Abracadabra”, an alternative New Zealand national flag design  
(with suggested adaptations of the design to the other major flags and ensigns of the nation)



See this flag waving. See it in all wind conditions. See many more alternative New Zealand flag designs at [newzealand.flagoptions.com](http://newzealand.flagoptions.com)

National symbolism cannot simply be manufactured. The New Zealand Flag Referendums demonstrated, for example, that even an extensive media campaign will not imbue a simple arrangement of four triangles with meaningful significance for a majority of Kiwis. Yet triangles can sometimes form letters, which in and of themselves *can* be inherently symbolic. Accordingly, the 'Abracadabra' flag design and its variants use four triangles to form abstractions of the capitalised letters 'N' and 'Z', which when taken together explicitly symbolise New Zealand, both at home and abroad. Moreover, the alternating colours of the triangles are black and white, which are the official NZ national colours. With the addition of a red border the design can be transformed into a distinctive canton for all of the remaining flags and ensigns of the nation, as illustrated above. Whether the Abracadabra flag design has enough symbolic 'magic' for New Zealanders is a question that only they can answer. It might depend upon how dogmatically inclined toward simplicity they are. The designer opines that the Abracadabra design is inadequate, but that some of its possible variants may be worthy of consideration.