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INDIAN DESIGNERS CONTINUE TO PUSH THE BOUNDARIES OF CREATIVITY FOR THE MONTANA WORLD OF WEARABLEART™ AWARDS

India's growing global footprint as a creative superpower is abundantly evident in the spectacular array of entries in the 2010 Montana* World of WearableArt™ Awards.

The subcontinent has become a cornerstone international flavour of the Montana WOW® Awards, the world's premiere event creating artworks around the human form.

With entries boasting traditional Indian themes through to cutting edge contemporary design and inspirations from the circus to orthopedic, a number of previous entrants have returned for the 2010 Montana WOW® Awards Show as well as a significant influx of first time entries.

The Montana World of WearableArt™ Awards show is in its 22nd year and is a world-renowned design and art event attracting ever-growing interest and amazing works of art from across the globe.

A stunning exhibition of creative ingenuity, the Montana WOW® Awards Show brings to life artworks designed for the human form, showcasing a near-boundless display of imagination that builds on the anthropological aspiration to be more than we are.

Highlights from the 2010 Montana WOW® story so far...

- The 191 garments chosen for the stage is the largest contingent ever
- The level of artistry grows year on year with incredible materials ranging from hundreds of individually styled metal parts to 17,900 metres of yarn.
- One in three garments chosen for the show are from international designers across four continents, including a record 23 from India.
- Designers compete for NZ\$100,000 in prizes including the Supreme Award and the highly coveted Weta Award selected by Oscar-winning designer Sir Richard Taylor
- Indian artist Vivan Sundaram has entered the largest number of garments from a single designer, with seven stunning artworks chosen for the stage

The 2009 WOW® Supreme Award was won by an international designer, David Walker from Alaska, who received more than NZ\$25,000 (Rs790,800) in prizes for his classical gown entry *Lady of the Wood*.

International designers from 25 countries submitted entries for the Montana WOW® Awards and 61 garments from Germany, Australia, China, Hong Kong, India, Mexico, Netherlands, For further information, including imagery, please go to the online media room at www.worldofwearableart.com or e-mail media@worldofwearableart.com

Sri Lanka, United Kingdom, and USA were selected to join local entries on the WOW® stage.

Joining WOW® founder Suzie Moncrieff on the panel this year is New Zealand kinetic sculptor Phil Price, and fashion designer Doris de Pont who is synonymous with the New Zealand fashion scene.

"The judging process for WOW has been totally captivating," says Phil Price. "It is a privilege to witness the sophistication of this art genre and the designers are really demonstrating the synthesis of elements that any good design requires. We are seeing really inventive solutions that are playful and intelligent."

The choreography for the 2010 show will showcase 191 finalists who have been chosen to compete in the Montana WOW® Awards Show from an array of more than 300 entrants from all over New Zealand and the world.

The numbers of Indian entries have increased dramatically over recent years, helped by the six-year partnership between WOW® and the Fashion Design Council of India, in conjunction with Tourism New Zealand.

Young designers Ragini Ahuja & Rishabh Rhode came runner up the in Shell Student Design Award last year.

A visit to India by Moncrieff and WOW® Competition Director Heather Palmer earlier this year boosted the relationship between India and the World of WearableArt™ stage.

Moncrieff says WOW® encourages experimentation of materials and techniques giving artists and designers the opportunity to explore concepts and designs that are not driven by commercialism.

"Our Indian designers really value this opportunity to showcase their wildest dreams and fantasies on a world stage and are producing amazing works of wearable art."

Among the impressive array of Indian entries, seven garments come from renowned Indian artist Vivan Sundaram, from New Delhi, who takes inspiration from kitchen scrubbers to surgical masks and old shoes and tyres, turning them into entries for the American Express Open Section and the Tourism New Zealand Avant Garde Section.

The clever use of recycled materials by Sundaram in his *Worn Shoes : Hooped Skirt* and *Rubber Tubes : Bat Gear* artworks fits the attributes of the Shell Sustainability Award, which looks for new life from materials that would otherwise be discarded.

A Montana WOW® Awards debut in the Bizarre Bra® Section comes in a twisted mix of sequined sparkle and the soft texture of felt, velvet, and cotton in *Venus Fly Trap*. Mumbai-based designers Leon Vaz and Noel Braganza tell a curly Indian love tale in their garment, portraying a doomed love in the irresistible allure of the deadly plant.

New Delhi student Amit Rajak flies a colourful tribute to the senses in his entry in the Illumination Illusion® Section. *Flying Kites at Night* is a swirling spectacle of shapes and colour inspired by the kite festival celebrated across northern India every January. Using parachute fabric, canvas and bamboo to create a medley of fluorescent kites and spindles, Rajak sets a scene of night kite flying to challenge the senses of the WOW® audience.

The concept of students being overtaken by their studies inspires Vinay Mishra and Nirmalendu Mishra in their creation for the Mainfreight Duffy Books in Schools Children's Section: The Magic of Books, *Breaking News... BOOKWORM attacks a girl*. Using laminated newspaper sheets, an old book and knitted cotton, the designers say the panicked last minute cram before exams brought about the idea of a girl becoming one with her books. "Last minute preparations like a bookworm the night before the exams continue to give us nightmares!"

From one Indian to another, Mumbai designer Tafijul Islam uses plastic pipes, beads and coloured glass in Tourism New Zealand Avant Garde entry *Psychedelic Extravaganza* to recreate the "psychedelic music of the 1990s" into a garment styled around "the tribes of
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Red Indians". A vest and multilayered skirt created with countless loops of plastic colour make a neon spectacle that Islam says "envisages the whole concept of psychedelic extravaganza!"

The effort and inspiration that goes into the incredible garments that make it to the final stage of the Montana WOW® Awards is the backbone of the event.

WOW® then creatively weaves these painstakingly crafted garments of a world's worth of designers' dreams and epiphanies into an eleven show season opening 23 September. This choreographed dramatic live performance is seen by an audience of more than 43,000 people in Wellington, New Zealand's creative capital and the ultimate place to tell the global story of the weird and wonderful World of WearableArt™.

For more information, releases and imagery from previous shows go to the WOW® online media library at www.worldofwearableart.com or contact us at media@worldofwearableart.com

*Montana Wines from New Zealand are avid supporters of creativity, and are the naming partner of the WOW® Awards Show.

EDITORIAL NOTE : Please initially refer to the show as the Montana World of WearableArt™ Awards Show which can then be shortened to the Montana WOW® Awards Show. Please publish the full names for sections and awards i.e.: the Air New Zealand South Pacific Section.

Described as a rebellion against the mundane, the Montana World of WearableArt™ Awards Show bends traditional perceptions of art and fashion by choreographing garments into a visceral extravaganza that dazzles the senses and lifts the spirit. Bob Haven, Professor in Costume Technology & WOW Designer at Kentucky University, United States, says, "Athletes have the Olympics, actors have the Oscars, musicians have the Grammys, designers and costume creators have WOW®."

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