



FOR IMMEDIATE RELEASE:
Monday July 19th, 2010

A UNIVERSE OF UNDERSTANDING BEYOND THE OBVIOUS MARKS NELSON DESIGNERS' ENTRIES FOR THE MONTANA WORLD OF WEARABLEART™ AWARDS STAGE

The unseen beauty and misunderstood magic of the world is showcased in a collection of giants, freaks and fabulous frolics through childhood from Nelson designers for the Montana WOW Awards.

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.
- WOW® designers range from dentists to architects, jewelers to sculptors, fashion designers to business analysts, students and retirees
- Designers compete for \$100,000 in prizes including the Supreme Award and the highly coveted Weta Award selected by Oscar-winning designer Sir Richard Taylor

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

For further information, including imagery, please go to the online media room at www.worldofwearableart.com or e-mail media@worldofwearableart.com

With the initial selection complete the 2010 Montana WOW® Awards judging continues on two more occasions in September before opening night on 23 September at TSB Arena in Wellington.

Joining WOW® Founder Suzie Moncrieff on the panel this year is New Zealand kinetic sculptor Phil Price, and former 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.

International designers from 25 countries submitted entries for the Montana WOW® Awards and 61 garments from Germany, Australia, China, Hong Kong, India, Mexico, Netherlands, Sri Lanka, United Kingdom, and USA were selected to join local entries on the WOW® stage.

Longtime WOW® entrant Gillian Saunders has taken a staid rural commodity in baling twine and turned it into a resplendent hair-themed garment for the Tourism New Zealand Avant Garde Section in *Rosa (Le Freak, C'est Chic)*. Inspired by a book starring a bearded lady, the garment features plaited lengths of painstakingly prepared recycled twine from haybales. Wearing her beard as a dress, Rosa stands tall in spite of her differences, Saunders says.

In a less subtle expression of individual differences Nelson artist Mike Ward's interpretation of the future of circus freaks is described as a "genetically, bionically, surgically and nutritionally enhanced multi-tasking steam punk hermaphrodite". Backed with a tale of miscreation fit for the Island of Dr Moreau, *Promiscua le Plus Grande* stays true to Ward's previous canvas-inspired WOW® garments in the American Express Open Section which gives the gruesomely handsome garment a collection of painted expressions to communicate his warped outlook.

Creating giant toys as a reflection of the simple requirements of special needs children, regular entrant Norelle Kendrick challenged herself to knit every part of her entry in the Mainfreight Duffy Books in Homes Children's Section: The Magic of Books. Immediately after last year's show, Kendrick started knitting. Nearly 18,000 metres of yarn and countless knitting marathons later is *Toys Are Us*, a bouncy playful supersized statement dedicated to those kids who never outgrow their toys.

Bringing a bug-filled childhood back to life in the Mainfreight Duffy Books in Homes Children's Section: The Magic of Books, Nelson designer Jane Ewers creates a tribute to her dad and a hinted lesson to us all. *Victus Libri (Who Needs Computer Games?)* gives a Latin name to the insect-o-rama she grew up in, with an entomologist for a father.

For further information, including imagery, please go to the online media room at www.worldofwearableart.com or e-mail media@worldofwearableart.com

Bookshelves lined with tonnes of insect literature, her family's world of bugs extended from the page to the outside every time they ventured out with dad. Translating as "living book" the pint-sized play on her father's fascination makes a ready reminder that there's more to explore than we realise.

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 (including the newly released matinee at 2pm on Saturday 2 October) 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

For further comment please call:

Heather Palmer, WOW® Competition Director 021 404 501

*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®."



For further information, including imagery, please go to the online media room at www.worldofwearableart.com or e-mail media@worldofwearableart.com