



MONTANA
NEW ZEALAND

WOW®

WORLD OF WEARABLEART
AWARDS SHOW

*Take art off the wall and out of static display
Adorn the body in wildly
wonderful ways
Celebrate creativity in lavish
and unique on-stage spectaculars
- that inspire all.*

'Mantithea' by Jan Kerr Waikanae Beach

What is the Montana WOW® Awards Show?

A Montana WOW® Awards Show is difficult to describe, hard to define and utterly impossible to forget. A montage of theatre, dance, colour, movement and art, simply put, the WOW® Awards Shows are theatrical spectacles.

WOW® is a two hour show held annually in September in Wellington, New Zealand, to an audience of 30,000 per season. First staged in 1987, World of WearableArt™ originally began as a promotion for a rural art gallery in Nelson. Nelson sculptor Suzie Moncrieff had the vision to exhibit art in the form of a live theatrical show – and WOW® has since grown to receive international acclaim.

What is the WOW® concept?

WOW® 'takes art off the wall and onto the moving body'™ and enables works of art to perform onstage in the ultimate arts competition.

The annual Awards performance combines unique sections into a distinctive two hour theatrical extravaganza showcasing incredible garments, stunning sets, dance, music, lighting and choreography. This original concept promotes New Zealand as an extraordinary, exuberant and creative place and showcases this creativity to the world.

Each year WOW® garments are individually choreographed into a seamless show which has no narration or language barriers. It is a universal experience that unfolds before the audience, touching every sense and evoking a variety of emotions.

WOW® is an original unique concept, licensed to World of WearableArt™ Ltd.

Why see the show?

The audience does not necessarily have an easier task than the designers – to watch such a visual feast is a breath-taking and moving experience. The show is a colourful fusion of dance, lighting, music, garments and performance – it is an indulgence for all senses. WOW® becomes a passion for our audience as each year's show is a completely new and magical event.

Why visit the WOW® museum?

In October 2001 one of WOW®'s dreams came true with the opening of the World of WearableArt™ and Collectable Cars Museum. This unique visitor attraction ensures Nelson is firmly established as the birthplace of the WOW® concept and enables visitors to experience WOW® all year round.

The museum provides visitors with the opportunity to view the historic garment collection in a unique setting. Visitors can enjoy the creativity, detail and craftsmanship of WOW® garments in a theatrical atmosphere with music and lighting.

Why design a WOW® garment?

The Montana WOW® Awards Show is an internationally recognised arts competition and the largest arts event in New Zealand. WOW® gives designers a platform on which to showcase their unique pieces of art. Many designers of WOW® garments have gone on to work in the film or design industries or have used WOW® to begin their own path towards creativity.

Over 300 garment entries are received annually and designers from all over the world (eg: Australia, United Kingdom, Thailand, USA, Singapore, Netherlands, Canada) enter the Awards. A number of New Zealand's emerging artists and designers have launched their careers with entries in the annual awards. With over NZ\$100,000 worth of prizes on offer, the incentives to producing a winning WOW® piece are high.

Although many entrants to the WOW® Awards are professional artists and designers, there is no requirement that entrants have a fine art qualification, or have won acceptance in their art field before they can put their work forward. The Awards' 'non-elitist' approach appeals to entrants from all walks of life.

Designers of WearableArt™ garments are challenged to create something completely original, a garment that has impact on the 40 plus metre stage, is impressive up close, is constructed to withstand the movement of individual choreography and has that overall 'WOW® factor'.





What does WOW® offer media?

WOW® is delighted to host both domestic and international media. As a unique event the story angles that media attendees to WOW® can concentrate on are varied. For a human interest angle media can target specific designers from their area and track their WOW® creative journey. Alternatively, an artistic, design or fashion angle can be taken focusing on the unique theatrical experience and the amazing garments that are entered.

Media attending WOW® receive show tickets, official WOW® Show images and can often obtain exclusive interviews with designers and members of management, cast and crew.

Why become a sponsor partner?

The Awards Show is supported by a variety of corporate partners. WOW® Ltd is proud to have a range of leading New Zealand and international companies in their family of loyal sponsors. Our partners appreciate the WOW® brand association and see value in the exciting corporate hosting opportunities.

How can I get involved?

To find out how to enter, buy show tickets, become a sponsor partner or be involved in the WOW® media programme visit: www.worldofwearableart.com