



ALASKAN CARPENTER TAKES OUT SUPREME AT MONTANA WORLD OF WEARABLEART™ AWARDS SHOW IN NEW ZEALAND

David Walker, a carpenter from Alaska won the Montana Supreme WOW® Award in Wellington, with many Nelson designers scooping up section awards.

The 21st Montana World Of Wearableart™ (WOW®) Awards were announced last night after another spectacular show with an international designer winning, for the first time in WOW®'s history. 165 incredible garments graced the stage across seven unique sections in and around graffiti art, magic gardens, super heroes, dancing cowboys, charming creatures from the dark and a parallel universe. Award winning comedic maestros, The Topp Twins entertained the audience along with New Zealand's premiere percussion group, Strike and high-octane hip-hop dance troupe, Legacy.

The Supreme Montana WOW® Award went to David Walker from Alaska for his sensational, 17th Century ball gown *Lady Of The Wood*. The Alaskan artist created the piece entirely out of mahogany and lacewood with 52 strips of maple and cedar veneer for the hooped skirt, topped off with a glamorous wig made out of wood shavings. A carpenter by trade, Walker has been creating WearableArt™ for ten years and can't get enough of the Montana WOW® Awards Show, attending for the third year in a row and scooping the highly coveted WETA Award in 2007. *Lady Of The Wood* was also winner of the Tourism New Zealand Avant Garde Section.

Associate British Royal Sculptor and 2009 WOW® judge, Max Patte said of the Supreme Montana WOW® Award, "It works on every level - original design and beautifully executed and something that can be appreciated by everyone. Once again, it raises the game and expectations for next year's WOW®!"

"It was fantastic to see Nelson designers triumph with so many awards, a testament to the true creativity of the birthplace of WOW®," said Suzie Moncrieff, WOW® Founder and Director.

Long standing WOW® designer, Cassandra Bowe fashioned a majestic, walking armchair, *Sir Lazyboy*, inspired by "Man's love of his favourite chair", which won the World of WearableArt & Classic Cars Museum Man Unleashed® Section. The chair had

a 17th Century Court flavour and entertained the audience as it strutted, perched and reclined around the stage.

Janet Bathgate's three piece entry, *Rock On In The Shadowlands*, won the Air New Zealand South Pacific Section, and was inspired by Maori rock art navigators. The Nelson designer, who has been entering the Montana WOW® Awards Show for a decade, studied the rock art of Te Wahipounamu before she took to her fabric layers with scissors to get her desired look. There were no familiar Maori motifs such as the koru, kotututuku or taniko in the garment and the result was wonderfully fresh.

According to American Indian legend if you want a wish to come true you have to capture a butterfly, whisper it to them, then set it free. Sue Cederman from Motueka's wishes certainly came true as her entry, *Wanderer*, a stunning conceptual butterfly, received two awards - runner up in both the WETA Award and CentrePort Illumination Illusion® Section.

Recycling wool is a passion of Norelle Kendrick, who unpicked her 2007 WOW® entry and knitted something completely new, *Miro Miro Quite Contrary*, which was commended in the Children's Section. The knitwear designer's walking garden was made in true Miro form with bold colours, thin black lines and plenty of circles. Norelle, a mother of autistic children, made the entire garment between midnight and 6am and admits, "it was a creative way of staying awake with our restless baby!"

Gillian Saunders, runner up in the Air New Zealand South Pacific Section admitted she avoided the section for years, "I have always admired the work of harakeke weavers but thought that their level of skill and workmanship was totally beyond me!" The Nelson wardrobe mistress and venerable WOW® entrant really extended her creativity by painstakingly weaving her intricate entry, *Tikini* out of recycled baling twine, using a few strategically placed picture hooks and curtain rings.

The line up of high calibre judges for 2009 were British born, Associate Royal Sculptor Max Patte, fashion designer and savvy businesswoman, Annah Stretton, Suzie Moncrieff and Mr. Tsai Kang Yung, who judged the Wellington International Award. Oscar winning film-maker, Richard Taylor of WETA Workshop judged the Special WETA Award for the garment that best crossed the boundaries of film and WearableArt™.

Mr. Tsai Kang Yung, one of Asia's top television personalities and international WOW® guest judge said, "I wish every design student from around the world could have a chance to see this show, to see how powerful the creative mind can be."

37 International designers and over 100 global media were visiting Wellington to attend the Montana WOW® Awards Show, alongside many New Zealand designers. The show season runs until Sunday October 4th with a total audience of nearly 40,000 people.

*Montana Wines from New Zealand are avid supporters of creativity, and are the naming partner of the WOW® Awards Show. Founder of World of WearableArt™ Ltd, Suzie Moncrieff, and Montana's managing director, Fabian Partigliani, announced that their 12 year partnership will continue for a further three years until 2012 on stage at the 2009 Montana World of WearableArt™ Awards show on Friday 25th September.

Described as, "a rebellion against the mundane", the Montana World of WearableArt™ Awards Show bends traditional perceptions of both art and fashion by choreographing garments into an extravaganza that blasts all the senses and uplifts the spirit. Esteemed BBC correspondent Michael Peschardt said, after seeing the show, "I've seen major cultural and fashion shows around the world and this is unlike anything I've ever witnessed before."

For further information, including imagery please refer to the on-line media room at www.worldofwearableart.com or e-mail Loren Aberhart, Media Liaison media@worldofwearableart.com or phone: 021 2753 853

** Footer:*

When publishing content please ensure you refer to the show as the Montana World of WearableArt™ Awards Show which can then be truncated to the Montana WOW® Awards Show. Please also ensure you publish the correct names for sections and awards ie: the Air New Zealand South Pacific Section.