



## AGE NO BARRIER FOR FINALISTS FOR THE MONTANA WORLD OF WEARABLE ART™ AWARDS SHOW

Entries from all over the world have been accepted for the 21<sup>st</sup> Montana\* World of WearableArt™ (WOW®) Awards Show from a twelve-year-old Cambridge girl to a bevy of Indian students to a septuagenarian artist from Dannevirke.

Last year, Pat Herbert wrote on her WOW® entry, "This is my fourth year and may be my last as I'm 76." Yet the Dannevirke septuagenarian found the passion and energy for another year and has created an eye-catching garment, *Hum-Bug* - a genetically modified mischievous creature that would startle anyone down the back of the garden. The judges were delighted to see Herbert write on her 2009 entry, "I am 77 years old but this may not necessarily be my last time!"

"The stories of dedication and passion behind the entries are often just as inspiring as the garments, for instance, one young designer from India had to forgo transport money - and walk for miles - to save enough to be able to buy materials for his garment and ship it to New Zealand," says Suzie Moncrieff, WOW® Founder and Director. "There is also wonderful use of recycling - something the Montana WOW® Awards Show has encouraged from the beginning - and it's incredible what people can make out of camping mats, pot plant plates, sweatshirts, plastic tikis, wetsuits and inner tubes!"

Designers are challenged to create something original, which has impact on a 40-metre arena stage and can withstand detailed inspection. The 2009 panel of judges have selected 165 garments from the UK, Australia, Japan, Hong Kong, India, the Netherlands, United Arab Emirates, the USA, Canada and New Zealand.

The fan has been used for centuries to convey secret messages depending on its fold: love, hate, desire, acceptance or rejection, and this inspired Christine Heaney to fashion her garment, *Fantale*, for the Gen - i Creative Excellence Section - themed 'Fold'. The intricate entry, made out of folded curtains and camping mats also nods to the fantail, as it's black and white. The Hawkes Bay artist likes her puns and admits, "I have always been a fan of recycling too!"

The 18<sup>th</sup> century Duchess of Bedford, and close friend of Queen Victoria, was the originator of afternoon teas and is the inspiration behind Horiana Reedy, Thelma Field and Cathie Williamson splendid garment, *Afternoon Tea*. The entry from New Plymouth comes complete with a vast bustle that reveals a tea set underneath, perfect for any decadent afternoon occasion.

UFOs popped into 12-year-old Danielle Cheong's imagination when she read the criteria for the CentrePort Illumination Illusion® Section. So the Cambridge Middle

School Arts Academy student set about creating aliens to climb into a UFO for her entry, *All Aboard!*, made out of old sweatshirts and a pot plant plate. "I learnt a lot," says Cheong, "like Dacron shrinks to about a quarter of its size when you use it to stuff aliens!"

The tiki and its symbol of fertility is the idea behind Jo Odgers' entry, *TamaTi & Kiri*, made out of 2000 plastic tikis and entered into the Air New Zealand South Pacific Section. The Mount Maunganui retail manager spent weeks sewing together her two-piece creation, worn by a male and female who will play out a drama of a woman revealing her puku (stomach) to show she is hapu (pregnant).

New Plymouth artist, Alice Eaton had a one-armed mannequin to model her work of art, *Belljar*, and is looking forward to seeing it on a real body on stage. Made out of tulle, plastic and paper, the transparent, sculptural outfit resembles its namesake - the bell jar - often found in school laboratory experiments and nods to Sylvia Plath's only novel *The Bell Jar* (1963).

The ceremonial headgear of Amazon Indians motivated Kathryn Grindford to create an enormous headpiece that would charm any gathering. The Cambridge teacher and first time entrant has a fascination with textiles and hand-painted macrocarpa to look like a blend of South American, Aboriginal and Maori textiles for her entry, *Raw Mystic Fascination*. "It took five designs before I felt I had it right," admits Grindford.

When Virginia Livingstone's 8-year-old daughter stopped biting her nails she said, "I will be able to make daisy chains now," giving her Mum an idea for one of her entries, *The Daisy Chain*. The first time entrant from Te Awamutu has another piece selected, *Who's Watching Who*, inspired by glowworms and made out of old wetsuits and inner tubes. "As I floated around in the depths of Waitomo Caves, I looked up and wondered, *who was watching who?*" says Livingstone.

Every designer lovingly hands over their garment when entering the Montana WOW® Awards Show and how that piece is interpreted and brought to life in the two hour spectacular interwoven with every facet of performance, from music, dance, lighting and theatre to comedy, is what makes the show so unique every year.

The line up of high calibre judges for 2009 are British born, Associate Royal Sculptor Max Patte, fashion designer and businesswoman, Annah Stretton, and Suzie Moncrieff. Oscar winning film-maker, Richard Taylor of WETA Workshop will judge the WETA Award for the garment that best crosses the boundaries of film and WearableArt™.

"My expectations were blown out of the water," says Max Patte, who is currently working at WETA Workshop in Wellington. "I was amazed - really, really impressed. The diversity and standard of entries should ensure a knockout show."

Limited tickets are available for this year's show on-line at [www.worldofwearableart.com](http://www.worldofwearableart.com). The show is poised to be another extravaganza with special nightly performances from the comedy duo, the Topp Twins, from 24<sup>th</sup> September to 4<sup>th</sup> of October at the TSB Bank Arena.

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

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 2008 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 from previous shows, please refer to the on-line media room at [www.worldofwearableart.com](http://www.worldofwearableart.com) or e-mail [media@worldofwearableart.com](mailto:media@worldofwearableart.com)

*\* 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.*