



## CHRISTCHURCH ENTRIES INGENIOUS FOR 2009 MONTANA WORLD OF WEARABLE ART™ AWARDS SHOW

The classic style of Egyptian Pharaohs, an undervalued housewife, looking through a child's eyes, societies' obsession with screen-time, lost jigsaw pieces, Salvador Dali's melting clocks and celebrating the reciprocity of Pacific Island cultures are some of the beguiling ideas behind the Christchurch finalists in the 21<sup>st</sup> Montana\* World of WearableArt™ (WOW®) Awards Show.

It seems a global recession has set many people's creative spirits alight with fresh ideas. As Plato once said, necessity is the mother of invention, and, according to WOW® Founder Suzie Moncrieff, the judges were highly impressed with the array of innovative entries this year from Christchurch. "There is also wonderful use of recycling - and it's incredible what people can make out of cricket pads, Formica, drinking straws, doilies, artificial grass and pre-loved Pacific Island shirts!"

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. Out of these, 22 entries are from Christchurch.

Hundreds of recycled drinking straws were used in the creation of Justine Pizzey's ancient Egyptian outfit, *Hatshepsut*, named after the longest-reigning female Pharaoh (22 years). The Christchurch accounts administrator was delighted with the versatility of the ordinary straw and its ability to be transformed into an elegant costume and wig - fit for a great Pharaoh!

Long standing Montana WOW® Awards show entrant and previous winner, Wendy Burton, has modeled a neo-classical suit inspired by the industrial revolution. "Man meets metal, meets lavish textiles, meets Haute Couture," admits the Christchurch artist. The garment is a play on time and features an enormous stopwatch in the breastplate of the suit. (see attached image of Burton's 2008 entry *Fonteyn's Folly* - winner in the Children's Section, made with Patrick Duffy.)

Salvador Dali's surreal melting clocks have been recreated by Bex and Dianne Morris, in *The Persistence of Dali*. Bex, a freshly graduated Christchurch visual arts student wanted to take the 2D pocket clocks from Dali's famous painting, *The Persistence of Memory*, and turn them into fluid, life size 3D works and admits, "this is wearable art that really is wearable art!"

Winner of the 2008 Shell Bizarre Bra® section, Janice Elliot has created a mesmerising piece, *Psychedelic Symphony*, that is designed to uplift the spirit with three violins that play by themselves mid air (see attached image of Elliot's 2008 entry *The Isobra* - winner of the Shell Bizarre Bra® Section).

The sinuous movement of used vacuum cleaner hoses set Judith Clemett in motion to enter the Montana WOW® Awards Show for the third time. The Christchurch General Practitioner has fashioned an entertaining piece, *Gogglebox*, which personifies societies overuse of screens - both television and computers. "The irony is," says Clement, "that this screen is merely looking back at us, which only encourages us to watch it more avidly!"

A Christchurch mother of sons has transformed cricket pads and some old curtains into a garment, *Bowled A Maiden Over*. "I wanted to create something out of recycled materials that are not normally used," says Donna Allfrey. The Christchurch painter was onto a good wicket as the end result is an elegant, catwalk-ready outfit with a contemporary twist.

Two cycling friends, Bronwyn Knutson and Lisa Barber teamed up for the first time to create their curious entry, *Back To Nature*, out of artificial grass. The piece reflects on the magic found at the bottom of the garden through the innocence of a child's eyes. "We have never done anything like this before, so it was a huge leap in the dark. A few minor injuries but nothing a glass of wine couldn't fix!" says Knutson.

Lynne Johnston has finally found a purpose for the doily - as an adornment to spice up the male suit! Her three piece entry, *Retro Renegades*, also features suits made out of old crochet and a retro afghan square blanket. "It takes the gaudy, old fashioned and frumpy and turns them into something playful and adventurous," says Johnston. The ensemble would certainly raise eyebrows strutting down Colombo Street.

1900 pieces of Formica have been glued together to create a giant fan, which opens up to reveal a female face in *Behind Closed Doors*, for the Gen-i Creative Excellence Section - themed Fold. Kathryn Preston, a Christchurch interior designer made the garment alongside Angie Robinson and wanted to use the common kitchen bench staple to celebrate the housewife, "Often kept from view by the demands of appearing organised and happy as a perfect mother and/or wife."

There is nothing worse than completing a puzzle to find a few pieces missing and this was the impetus for Sue McLennan's entry, *The Missing Piece*, made out of hundreds of jigsaw pieces. The Christchurch mother has been busy creating two other entries accepted as finalists in the Air New Zealand South Pacific Section: a tapa garment, *Tapa Tea*, made out of dried tea bags and tea dyed fabric along with Denise Erikson, and an elegant evening dress created from pre-loved Pacific Island shirts. *Share My Shirt* celebrates the importance of giving in island culture and is complete with a splendid lei made out of the shirt collars!

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 Special

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.*