



NELSON FINALISTS EMBRACE WASTE-NOT-WANT-NOT FOR MONTANA WORLD OF WEARABLE ART™ AWARDS SHOW

A massive bag of baling twine, pedal bins, a hot water cylinder, coffee sacks, kettles, venetian blinds and a 2007 WOW® entry - unpicked stitch by stitch - are some of the recycled materials used by the Nelson finalists in the 21st Montana* World of WearableArt™ (WOW®) Awards Show.

"The Montana WOW® Awards Show has always encouraged recycling of old materials, not only for the planet, but as a feasible way for designers to be able to enter year after year - especially in the current climate," says Suzie Moncrieff, WOW® Founder and Director. "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 here."

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, 18 entries are from Nelson, the home of WOW®.

Norelle Kendrick won the 2008 Planet Award for the garment that best used recycled materials and has gone one step further this year by unpicking her 2007 WOW® entry and knitting it into something completely different, *Miro Miro Quite Contrary*. The knitwear designer has created out of wool and wire a divine, walking garden 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!" (see attached image of Kendrick's 2008 winning entry *A Song And Dance at Dinnertime*.)

After seeing Degas' paintings on hessian, Margaret Johnston was motivated to do the same using old coffee sacks. The Nelson artist likes her Impressionists and drew inspiration from Picasso's collection of African masks and sculptures to create her two-piece entry, *Huntress Chic*. "I wanted it to be a statement about recycling and saving our environment from waste, but I also wanted it to be fun," explains Johnston.

A massive bag of baling twine from a farm entertained Gillian Saunder's cat for hours as she went about untangling, then weaving it into her intricate entry, *Tikini*. The Nelson wardrobe mistress and venerable WOW® entrant admits, "I have always admired the work of harakeke weavers and thought that their level of skill and workmanship was totally beyond me, so I avoided the Air New Zealand South Pacific Section for years. Then I had an idea - I'll cheat!" The cleverly woven entry is made

entirely from twine with a few strategically placed picture hooks and curtain rings. (see attached image of Saunder's 2007 entry *Equus: Behind Closed Doors* - winner in the Tourism New Zealand Avant Garde Section.)

Pedal bins, kettles, washing machine bits, roofing and bedspreads have all been ripped apart and refashioned into a Takaka artist's entry, *I AM Storm Of Progress*. Toy Murchie created the garment with Kas Muller and quotes Walter Benjamin (1940) to explain his metallic, free flowing creation, "A storm is blowing from paradise. An angel is being blown backwards into the future. This storm is what we call progress."

A lamp made of porcupine quills was the catalyst for Carol Hargadon to create *Pinz n Needles* - a punk outfit with a porcupine mohawk. However the Nelson artist knew she could not use the real thing so set about making the quills from recycled materials. After some trial and error with rolled magazine pages - and being caught by her daughter's friend wearing a mohawk around the house - she settled on hand painted cane from an old chair, to great effect.

Long standing WOW® designer and previous winner, Cassandra Bowe, has modeled a majestic, walking armchair inspired by "Man's love of his favourite chair", which is guaranteed to entertain as it struts and sits around the stage. (see attached image of Bowe's 2008 entry *Me & My Shadow* - winner of the Illumination Illusion® Section.)

The mobius strip is a loop formed to make an infinite fold from a twisted strip - a favourite of M. C. Escher's, and an ideal construct for a Nelson teacher's entry into this year's Gen-i Creative Excellence Section which is themed 'Fold'. Mary Turner has created two perfect mobius strips in her dramatic garment that is made completely from 1970's venetian blinds.

Winner of the 2005 Montana Supreme WOW® Award, Mike Ward, has created an eyebrow-raising ensemble out of recycled debris left behind when his solar hot water system was installed - "very appropriate for the designer of New Zealand's waste legislation," admits Ward. The entry, *Big Willie Unleashed*, has a most eye popping centre piece, made from a green hot water cylinder, but all in the name of recycling! (see attached image of Ward's 2005 winning entry *The Emperor's Entourage*.)

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. The show is poised to be another extravaganza with special nightly performances from the comedy duo, the Topp Twins, from 24th September to 4th of October at the TSB Bank Arena.

*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 or e-mail 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.