



CREATIVE SPIRIT ALIVE AND WELL AMONGST DUTCH FINALISTS FOR MONTANA WORLD OF WEARABLE ART™ AWARDS SHOW

Moodiness and putting a bag of rubber rings to good use are some of the beguiling ideas behind the two finalists from the Netherlands selected for the 21st Montana* World of WearableArt™ (WOW®) Awards Show in Wellington, New Zealand.

"It seems a global recession has set people's creative spirits alight with fresh ideas," says Suzie Moncrieff, WOW® Founder and Director. "Necessity is the mother of invention and it's rewarding to be inspired by people's innovative approaches."

Described as, "a rebellion against the mundane", the Montana WOW® Awards Show is a prestigious arts event on the international design, fashion and costume calendars, and has a growing reputation for inspiring and encouraging recycling. Long running BBC correspondent Michael Peschardt was blown away 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."

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, which will all grace the stage in September and October in Wellington, New Zealand.

World of WearableArt™ Ltd has been delighted with the calibre of designers from the Netherlands and the support of the The Embassy of the Kingdom of the Netherlands in New Zealand. The embassy is for the first time providing sponsorship for the two Dutch finalists to travel to New Zealand to witness firsthand their garments on stage at the Montana World of WearableArt™ Awards Show.

"Working with the World of WearableArt™ to bring Netherlands designers to Wellington and supporting the production and exhibition of contemporary creative design is part of our mission to foster cultural relations between our two countries," says Annelies Boogaardt, Ambassador of the Kingdom of the Netherlands. "With it we show a different and innovative image of the Netherlands to New Zealanders and the world. The Netherlands has a long history of celebrating diversity, creativity and innovation. This world event is ample evidence that New Zealanders share those goals and ideals. We congratulate World of WearableArt™ on the success of this Montana WOW® Awards Show."

A big bag of white rubber rings was the catalyst behind Maartje Dijkstra's surreal garment from The Netherlands, *Bulged Being*, also made with wires, reflexion fabric and metal. The Rotterdam designer confesses, "Fashion is more than wearable things, it's all about making things you want to make. I will try to enter WOW® every year from now on!" (see attached image of Dijkstra's 2008 entry *Illustre Shoe-Machine*, runner up in the WOW® Wellington International Award.)

Being able to change your outfit based on your mood is the concept behind Wilma Korenromp's versatile garment, *Flip-Over*, which enables the wearers to flip different pieces of fabric over their head. There are dark woven fabrics for subdued moods, fluorescent puff paste for extrovert moments, splashes of green and orange for humour, needle punch flowers for romance, and Swarovski crystal stones for chique days. The textile designer from Tilburg, Netherlands, has been inspired by the concept of art that adorns the human form and changes as it moves, "giving the wearer the possibility to adapt or even to react against drab times."

Entries flocked into the Montana WOW® Awards Show from the film, fashion, photography, craft, design, textile, sculpting, drama and art worlds but it's not exclusive - entrants do not have to be professional designers or hold fine arts qualifications. This non-elitist approach ensures new artists participate every year, keeping WOW® progressive.

The line up of high calibre judges for 2009 are British Associate Royal Sculptor Max Patte, New Zealand 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 New Zealand. "I was amazed - really, really impressed. The diversity and standard of entries should ensure a knockout show."

There is nothing quite like the Montana WOW® Awards Show for designers and artists to showcase their creativity, where their selected garments are brought to life in a theatrical extravaganza entwined with every facet of performance: music, dance, lighting, drama and comedy. The Montana WOW® Awards Show is set to thrill again with an incredible array of garments made from a plethora of weird and wonderful things, beginning Thursday September 24 at the TSB Bank Arena in Wellington - New Zealand's creative capital.

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

New Zealand's Montana World of WearableArt™ Awards Show bends traditional perceptions of both art and fashion by cleverly choreographing garments into an extravaganza that blasts all the senses and uplifts the spirit. Simon Ungless, Director of Graduate Fashion from the Academy of Art University in San Francisco said, "It's the most important event I have seen in years. I am always looking for something new, and felt I was witnessing the phoenix rise from the flames of fashion, in the creativity and energy that is WOW®."

For further information, including imagery, please refer to the on-line media room at www.worldofwearableart.com or e-mail media@worldofwearableart.com