



MONTANA
NEW ZEALAND

WOW®

WORLD OF WEARABLEART
AWARDS SHOW

*Take art off the wall and out of static display
Adorn the body in wildly
wonderful ways
Celebrate creativity in lavish
and unique on-stage spectaculars
- that inspire all.*

'Mantithea' by Jan Kerr Waikanae Beach

What is the Montana WOW® Awards Show?

The Montana* World of WearableArt™ (WOW®) Awards Show is an extravaganza that twists conventional perceptions of both art and fashion and weaves them into a two-hour performance that has been described as, "Mardi Gras meets Haute Couture at a Peter Gabriel concert directed by Salvador Dali".

Breathtaking works of art are designed for the moving body, then individually choreographed into an extraordinary theatrical show entwined with every facet of performance: music, dance, lighting, drama and comedy. WOW® is completely unique every year and New Zealand is proud to hold this world-class event, now in its third decade, on local soil.



Where did WOW® begin?

In 1987, Nelson sculptor Suzie Moncrieff needed an idea to promote a rural art gallery. She dreamed up a concept to take art off the wall and adorn the human form, then showcase each creation in a dramatic setting. The fresh idea had never been done before, and the result was more than a promotion; it was a mesmerizing, unforgettable performance. A new way to experience art and fashion was born and Suzie Moncrieff called it WearableArt™.

What has WOW® become?

The Montana World of WearableArt™ is now a leading arts event on the international design, fashion and costume calendars; culminating every year in the annual Montana WOW® Awards Show staged in Wellington – the creative capital of New Zealand.

WOW® attracts designers, media and art aficionados every year from all over the world including the USA, UK, Australia, India, Japan, Thailand, Germany, The Netherlands, Israel, Fiji, Canada and New Zealand. Selected artists, along with 400 cast and crew collaborate to create a fresh spectacular every September.

Following the show, selected garments are exhibited in the historic collection housed in the WOW® Museum in Nelson – the birthplace of the Awards.

Gladys Perint Palmer, Executive Director of Fashion from the Academy of Art University in San Francisco and 2007 International judge described WOW®, "Eat your heart out John Galliano, Hussein Chalayan, Thierry Mugler, Vivienne Westwood and John Paul Gaultier".

WOW® is an original concept, licensed to World of WearableArt™ Ltd.

Why see a WOW® Show?

The Montana WOW® Awards Show is best described as a glorious rebellion against the mundane, where you enter a world of dreams and fantasies and witness an extraordinary procession of incredible works of art. A world where art and the human form combine in a sensory feast of amazing sound scapes, stunning lighting, dance and drama. There is no narration, no explanation and no language barriers – an unforgettable extravaganza that inspires and enthralls all who see it.



Why design a WOW® garment?

The Montana World of WearableArt™ Awards Show is one of the most prestigious art and fashion competitions on the planet. With more than \$NZ100,000 in prize money, designers from the film, fashion, photography, craft, design, sculpting, drama and art worlds are inspired to enter.

WOW® is not exclusive - entrants do not have to be professional designers or hold fine arts qualifications. This non-elitist approach ensures new artists from all walks of life participate every year. Many designers of WOW® garments have gone on to work in professional costume making or design industries, and others use WOW® as an opportunity to showcase their creativity every year.

Designers are challenged to create a work of art, which has impact on a 40-metre arena stage, can withstand detailed scrutiny, movement of specialist choreography, and has overall WOW® factor. 35 finalists are selected from approximately 300 entries every year from all over the globe; the competition is fierce, but most designers agree, it's not about winning - it's about creating a garment that becomes part of the Montana WOW® Awards Show.

There is nothing quite like WOW® for designers and artists to showcase their creativity. Bob Haven, professor in Costume Technology from the University of Kentucky entered WOW® last year and summed it up, "Athletes have the Olympics, actors have the Oscars, musicians have the Grammys, and designers and costume creators have WOW®".

Why see the WOW® museum?

The World of WearableArt™ & Classic Cars Museum in Nelson opened its doors in 2001, and houses decades of inspiration; enabling visitors to experience WOW® all year round. The collection includes previous years' entries and winners set amongst a dramatic stage setting with music and lighting. You can see up close, creations made out of: books, car parts, recycled plastic bags, ballet shoes, coins, human hair, tree bark, wool bags, used film rolls and many more unimaginable items. The collection is breathtaking and stimulating, providing a taste of the drama in the Montana WOW® Awards Show.

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





What does WOW® offer media?

WOW® hosts a variety of domestic and international media across television, the Internet and print, as there is no other event in the world quite like the Montana WOW® Awards Show. The garments and theatrical extravaganzas are completely unique every year providing a variety of story angles: from human interest following designers on their journey from conception to seeing their garment on stage, focusing on specific fashion and artistic influences, or the many facets that go into making the Montana WOW® Awards Show the spectacular that it is.

Media attending WOW® receive a premium show ticket, official WOW® Show images and can often obtain exclusive interviews with designers and members of management, cast and crew.

Why become a sponsor partner?

The Montana WOW® Awards Show is supported by a group of passionate partners. WOW® Ltd is proud to have a range of salient New Zealand and International brands in their family of loyal partners, all contributing to this extraordinary event happening every year. The WOW® brand provides great value to partners - being part of a global, creative phenomenon, along with many thrilling corporate hosting opportunities.

How can I get involved?

To find out: how to enter, buy show tickets, become a sponsor partner or be involved in the WOW® media programme visit: www.worldofwearableart.com