



SHOW REPORT FOR THE 2009 MONTANA WORLD OF WEARABLEART™ (WOW®) AWARDS SHOW

The 21st Montana World Of Wearableart™ (WOW®) Awards Show had its audience laughing, crying and holding its breath last night, as 165 garments performed amongst an extravaganza of comedy from the Topp Twins, graffiti art, hip-hop, live percussion, spontaneous combustion and the odd rabbit.

Suzie Moncrieff, WOW® Founder and Director and her team have spent two decades developing the original concept of WearableArt™ into a world-class event. Malia Johnston, WOW®'s principal choreographer for eight years is leading the creative teams this year as Artistic Director, with Suzie as her hands-on guide.

Mr. Tsai Kang Yung, one of Asia's top television personalities and International WOW® judge said of the show, "I wish every design student from around the world could get the chance to see this show, to see how powerful the creative mind can be."

The Supreme Montana WOW® Award went to David Walker from Alaska for his sensational, 17th Century ball gown *Lady Of The Wood*. A carpenter by trade, Walker has been creating WearableArt™ for ten years and can't get enough of the Montana WOW® Awards Show, attending for the third year in a row and scooping the highly coveted WETA Award in 2007.

Lady Of The Wood was one of many stunning garments to perform on stage amongst seven unique sections.

The show started with a hilarious performance from the Topp Twins - Prue and Dilly, two very posh ladies who accidentally found themselves on the WOW® stage.

Then a young boy making a sword in a barren garden was transported into a mythical world - the kind of place where a child's imagination becomes reality - in the Children's Section, themed, 'At the bottom of the garden'. There he found goblins on bicycles, monster dandelions to make a wish from, gobbling lawn mowers, life-size daisy chains, pot plant dragons, topiary children, dancing branches and magical birds to be spirited away on.

Koru inspired graffiti was slowly tagged on the backdrop of the stage throughout the Air New Zealand South Pacific Section, where designers were encouraged to draw inspiration for their garments from the patterns of the Pacific. Amongst the models, New Zealand's premiere percussion group, Strike mixed live on decks from a floating box centre stage, enticing Wellington's lead hip-hop dance troupe, Legacy to dance out some potent moves beneath them.

The CentrePort Illumination Illusion® Section opened with disparate radiant shapes dancing under UV lighting to form an enchanted butterfly, celebrating the theme, 'Float, Fly and Flow'. Designers really embraced this section with ideas ranging from climbing aliens, to violins playing by themselves in the dark with, "some of the best illumination garments we've ever seen," said Moncrieff.

Twelve dancers sheathed in white and poised on plinths, created rousing human statues reminiscent of an Italian piazza throughout the American Express Open Section. Amongst the beguiling dance routine equally moving garments appeared from a classic 1950's inspired car, a giant forbidding rabbit, a walking meteorite made from TV aerials and a cumulus cloud made from 1400 milk bottles.

A twenty-foot man was unfolded and erected on stage to open the Gen-I Creative Excellence Section, which was themed Fold. Designers really excelled and had folded extraordinary things such as Venetian blinds, 1960's underwear, automotive radiator copper, screen doors and bicycle tyres. Amongst the plethora of incredible garments, the colossal man unfolded his limbs to discover he could walk!

Bonnie Tyler's 'I need a Hero' blasted the audience at the beginning of the World of WearableArt & Classic Cars Museum Man Unleashed® Section as Catwoman and 16 SuperMan dancers lifted the roof off with testosterone energy and flames of excitement. Designers were guided to create something from the mad inventions of the 16th century to the flamboyance of the Renaissance; it was Einstein meets Haute Couture. The finale saw the Topp Twin characters, Ken and Ken save a damsel in distress, then yodel their way to victory surrounded by dancing silver cowboys.

The audience held its breath as a woman floated from a sea of licorice silk into the Milky Way by the translucent light of the moon, taking the ocean with her until it turned into a decadent dress at the start of the Tourism New Zealand Avant Garde Section. Extravagant garments then graced the stage beneath her, made from 3000 charger pins from India, human hair from the UK, rubber rings from The Netherlands, recycled coffee filters from Canada, 125 spiders from Australia, cedar veneer from Alaska and a magic carpet from Wellington!

All seven sections come together to make Wellington's 5th Montana WOW® Awards Show a tremendous success. There is no sign of a global recession with 37 international designers visiting New Zealand, and over 100 media from around the world attending the show during the first weekend.

WOW® runs until Sunday October 4th at the TSB Bank Arena in Wellington.

* Montana Wines from New Zealand are avid supporters of creativity, and are the naming partner of the WOW® Awards Show. Founder of World of WearableArt™ Ltd, Suzie Moncrieff, and Montana's managing director, Fabian Partigliani, announced that their 12 year partnership

will continue for a further three years until 2012 on stage at the 2009 Montana World of WearableArt™ Awards show on Friday 25th September.

For further information, including imagery please refer to the on-line media room at www.worldofwearableart.com or e-mail Loren Aberhart, Media Liaison media@worldofwearableart.com or phone: 021 2753 853

** 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.