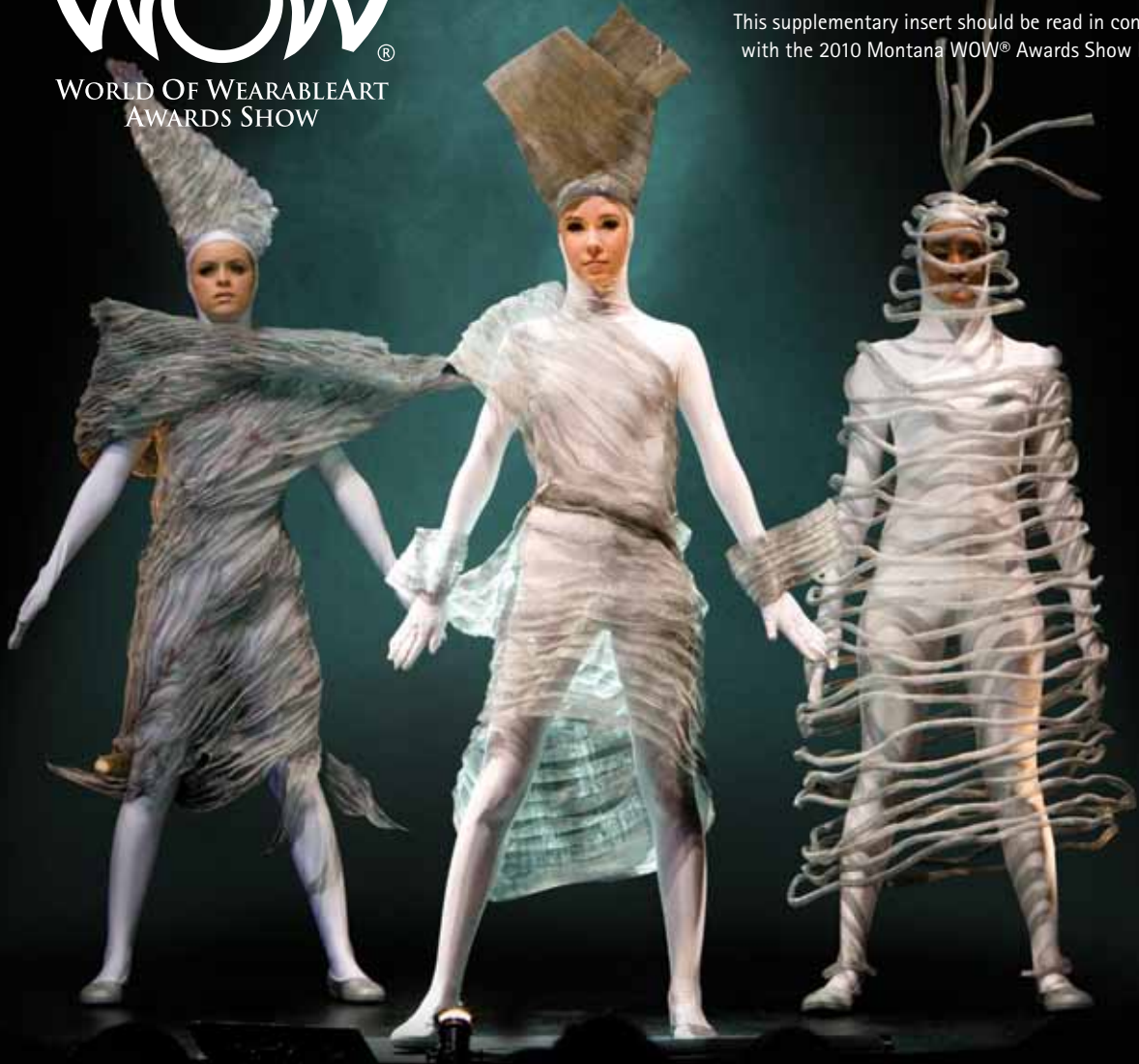


MONTANA
NEW ZEALAND

WOW®
WORLD OF WEARABLEART
AWARDS SHOW

2010 International Entry Information

This supplementary insert should be read in conjunction
with the 2010 Montana WOW® Awards Show Entry Kit



Screen Play Amy Jean Boebel & Sue Hobby, United States
2009 Runner Up Wellington International Award &
An example for the American Express Open Section

*"I wish every design student from around the world could have a chance
to see this show, to see how powerful the creative mind can be."*

MR. TSAI KANG YUNG, ONE OF ASIA'S TOP TELEVISION PERSONALITIES
AND 2009 WOW® INTERNATIONAL GUEST JUDGE



'Multi-Plug' Ragini Ahuja & Rishabh Rhade, India
2009 Runner Up Shell Student Design Award
An example for the American Express Open Section

Each year, WOW® is delighted to showcase designers' works of art from New Zealand and all around the globe, including the USA, Australia, Canada, Japan, Netherlands, Germany, Thailand, India, Hong Kong, Israel, Dubai and the United Kingdom.

Entry Process

There are three steps for an international designer to enter the 2010 Montana World of WearableArt™ Awards Show.

1. Visit the 'Enter WOW' Section of www.worldofwearableart.com, then click through to the 'Designer Database' Section and complete Entry Form A to indicate your intention to enter the Awards. Entry Form A can be completed from 8 February.
2. Complete the online Pre Selection Process* by submitting images/ footage of your completed garment for pre-selection. You need to do this before 1 May. You will be notified whether you have been pre-selected via e-mail by 7 May.
3. If you are pre-selected, then immediately complete Entry Form B online and arrange for your garment to be sent to New Zealand. Please attach a printout of Entry Form B with the garment. Garments must arrive in New Zealand no later than 18 June.

**Pre selection to send garments for judging is not a guarantee that you will be selected for the show.*

Pre-selected garments are then judged at Preliminary Judging (July 10/11) in Nelson, New Zealand. Designers will be advised if they have been selected for the show via e-mail by 19 July. If your garment is selected as a finalist to appear in the show, then it will be judged on two further occasions (see main WOW® Kit for more information).

Results

The winners are announced in Wellington on Awards Night and posted on our website the following day. We encourage all international designers to attend the Awards night. See pages 4 and 7 of the WOW® Entry Kit for information on prizes.

International Packing and Transportation Guidelines

Please see the Designers' section of our website for information on packaging and addressing your garment. Some specific conditions for international designers to follow when sending garments to New Zealand are:

- Before entering a garment which uses animal or plant products, establish whether the products are protected by the Convention on International Trade in Endangered Species (CITES).
- Ensure that your entry is accompanied by the necessary export documentation from the CITES authority in the country of origin.
- When shipping to New Zealand ensure that the contents, and any biological material, are fully declared on the package and customs declaration. All costs must be covered by the designer.
- Please visit <http://www.maf.govt.nz/quarantine/> for more information on importing your garment into New Zealand.
- The box containing your garment should be marked 'Temporary Exhibit Only. Not for retail sale'.
- Please print and use the official Address Label generated as part of Entry Form B to ship your garment.

New for 2010
Mainfreight
Packing Award!

Mainfreight Packing Award:

Chosen by the WOW® Wardrobe team and awarded to the designer that has best packed and sent their garment considering transportation and storage as part of the overall design process (See page 7 of the main WOW® Kit).

All designers are eligible for this award whether they have sent their garment to WOW® by Mainfreight or not.

*'Saddle Up' Mary Wing To, United Kingdom
2009 Winner Wellington International Award
An example for the Tourism New Zealand Avant Garde Section*



Exclusive Benefits for International Designers

- No entry fee
- Wellington International Award – you are automatically eligible for this Award which recognises the best international entry. Winner receives NZ\$5,000 and sponsored travel* to Wellington, New Zealand the next time they are accepted into the Montana WOW® Awards Show.
- Explore Wellington – International finalists will be sent an email in August by the Wellington City Council inviting them on a personal tour of Wellington. In 2009 designers visited the WETA Workshop & Cave, our National Museum – Te Papa, had a cocktail function with WOW Founder Suzie Moncrieff and Wellington's Mayor, went on a backstage tour of the show and stayed at the Holiday Inn.
- Market Yourself – We recommend you approach your local media. Entering into an international arts competition is likely to generate media interest. Contact media@worldofwearableart.com if you would like any assistance with media.
- Ambassadors to New Zealand are often interested in meeting designers from their country so we suggest you make contact with your consulate in New Zealand.

*conditions apply



*'Lady Of The Wood', David Walker, United States
2009 Winner Montana Supreme WOW® Award & Tourism New Zealand Avant Garde Section*

2010 Key Dates

8 FEB	Entries online open	20 JULY	Judging results mailed
1 MAY	Entry Form A and pre-selection form including digital images due	23/24 SEP	International Designers Programme
7 MAY	Pre selection process and designers notified by email	22 SEPT	Dress Rehearsal
18 JUNE	Deadline for international garments that have been pre selected to arrive at WOW®	23 SEPT	Opening Night
10/11 JULY	First official judging	24 SEPT	Awards Night
19 JULY	Judging results emailed	3 OCT	Final Show Night
		LATE NOV	Garments not retained for exhibition are returned
		FEB 2011	Entries open for the 2011 show

Further Information

For further information contact Competition Director Heather Palmer for assistance.

EMAIL heather@worldofwearableart.com

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