



MONTANA
NEW ZEALAND

WOW®

WORLD OF WEARABLEART
AWARDS SHOW

2010 WOW® Entry Kit

*The guide to enter the 2010
Montana WOW® Awards*

*'Firebird' Susan Holmes, Auckland
2009 Winner Untouched World WOW® Factor Award*

In association with:



Strategic Partner:



Over NZ\$100,000 in prizes!

Enter online by 1 May
Garments due 18 June



*“There is nothing else like WOW®
that you can enter where the design is
completely free. It’s such a buzz
seeing it on stage”*

TRACEY KOOLE, 2009 DESIGNER & WINNER
OF THE CHILDREN’S SECTION

‘Mood Swings’ Dinah Et Mark Walker, Auckland
An example for the Gen-i Creative Excellence Section

A World of WearableArt™ Invitation

This kit provides the tools and resources to create and enter a garment into the 2010 Montana World of WearableArt™ Awards. As Competition Director, I want to ensure the process of creating your garment is a creative journey that is as simple, enjoyable and as exciting as possible.

In addition to this Entry Kit, see the designers' section of www.worldofwearableart.com. This has the most up-to-date designer information and online entry form. It also has a forum where designers can discuss their ideas and post questions. I check this forum regularly and am happy to answer questions.

In early 2010 we will hold Designer Functions in Nelson, Christchurch, Auckland, Wellington & Dunedin – keep an eye on the website for more details.

I would also like to take this opportunity to announce a new special award for 2010. The Mainfreight Packing Award (see page 7) will be awarded by the WOW® wardrobe team to the designer that has best packed and sent their garment considering transport and storage as part of the overall design.

Also new for 2010 is the option for New Zealand designers to have their garment pre-selected for judging. More details are at worldofwearableart.com

Please feel free to contact me if you would like to discuss your concept, design or have any questions regarding the judging process. I wish you all the best with entering the 2010 Montana WOW® Awards.

For advice and help with registering online, freighting your garment, or sourcing materials please contact our Wardrobe Manager – Ingrid Peek at ingrid@worldofwearableart.com or +64 3 547 0864.



Heather Palmer
Competition Director



Phone: +64 3 547 0861
Email: heather@worldofwearableart.com
Designer's Forum:
www.worldofwearableart.com/forum.html



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'Kunugi Kodama' Fifi Colston, Wellington
An example for the Children's Section

What is World of WearableArt™?

World of WearableArt™ (WOW®) is an art form that spreads across many genres and embraces a multitude of philosophies. It is an original concept created by Suzie Moncrieff in 1987 and "takes art off the wall and adorns the moving body™". Designers' garments are exhibited on moving bodies and have but a single requirement: to be wearable. Techniques such as painting, sculpture, textiles, costuming, architecture, design and electronics are employed and adapted to make WearableArt™ works of art without fashion or commercial restrictions.

Described as a glorious rebellion against the mundane, the Montana World of WearableArt® Awards Show is 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 soundscapes, stunning lighting, dance and drama. There is no narration or explanation and no language barriers. An unforgettable extravaganza that inspires and enthalls all who see it.

From an audience of 200 in Nelson in 1987, to audiences in 2009 close to 40,000 in New Zealand's creative capital city Wellington, the Montana WOW® Awards are embraced by designers throughout the world.

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 an overall WOW® factor. Each year the best and most unique garments are selected from approximately 300 entries 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.

The Montana World of WearableArt™ Awards Show is one of the most prestigious international art and fashion competitions. With more than \$NZ100,000 in prizes, 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.

"We need more quirky & colourful things in life"

SUZIE MONCRIEFF/WOW® FOUNDER



*'Second Skin' Hayley May & Fiona Christie, Wellington
2009 Runner Up Supreme WOW® Award
An example for the American Express Open Section*

Benefits to Designers

- Prize pool in excess of NZ\$100,000
- A total of 35 prizes.
- Tickets - Each finalist designer/team receives one FREE ticket (Design teams are a maximum of three designers).
- Marketing of your creativity - WOW® manages an extensive media programme and produces a range of marketing collateral (like this kit) providing possible promotional opportunities for designers.
- International stage - Be part of an international showcase.
- Audiences - Finalist garments will be viewed by close to 40,000 people.
- Exhibition - An opportunity for your garment to be exhibited at the World of WearableArt™ & Classic Car Museum in Nelson.
- Freighting - Mainfreight supports designers within NZ, Australia and some parts of the USA. (Conditions apply).
- Functions - A celebratory designer after show function on Awards night and a Judges Forum the following day.



*'Queen Adelaide' Emma Whiteside, Wellington
2009 Winner Shell Sustainability Award
An example for the Shell Sustainability Award*

Sections

Seven exciting sections to select from - Each section has NZ\$8,000 worth of prize money: Section Winner NZ\$5,000, Runner Up NZ\$2,000, Commended NZ\$1,000

Copyright Guidelines

Please note that designers are responsible for ensuring their entry complies with copyright guidelines* and that it does not infringe another person's intellectual property rights. WOW® Ltd reserves the right to disqualify any entry which does not, in WOW®'s opinion, conform to the guidelines, or which infringes another person's intellectual property.

*See worldofwearableart.com/designers for the full guidelines.

Children's Section 'The Magic of Books'

Create a work of WearableArt™ inspired by a book. Consider the printed word and the structure of the book as well as inspiration from books such as art, biology, history, chemistry and medicine. Or re-consider the stories, illustrations and characters of your favourite traditional story tales and bring them to life.

Garments created for children must be entered in the Children's Section only.

Air New Zealand South Pacific Section

Gather inspiration from New Zealand's rich Maori culture and the traditional cultures of our South Pacific neighbours. Celebrate what it is like to live in New Zealand and the South Pacific - the sea, beach, flora, fauna, birds, insects and the wide and wonderful personalities of our unique cultures.



Tourism New Zealand Avant Garde Section 'Inspired by the Circus'

The circus is a magical world inspiring a variety of exciting colourful images.

Consider the work of John Galiano, Jean Paul Gaultier, Viktor Et Rolf, Manish Arora and Christian Lacroix.

Use characters, colour and concepts of the circus to create a revolutionary avant garde garment.

American Express Open Section

This section has no thematic boundaries and gives the designer complete freedom in concept, construction and materials.

This section encourages a high degree of originality and innovation.

See pages 2 and 8 for garment examples.

CentrePort Illumination Illusion® Section 'Float, Fly, Flow'

Using the illusion of UV light, create a garment to perform in and WOW the audience that appears to float, fly, or flow through space above the stage.

Consider the concept of the body as the focus. Cover the body in UV material or leave it hidden by blacking it out. Use attachments (e.g. black kite rod) to float objects away from the body or to create the illusion of flying and flowing.



'Circus Dress' Manish Arora, India

'Zebedee' Claire Prebble, Wellington

'Wanderer' Sue Cederman, Motueka
2009 Runner Up WETA Award
& Runner Up CentrePort Illumination Illusion® Section

Gen-i Creative Excellence Section 'The Art of Light'

Create a work of wearable art that enhances or alters its appearance when it self illuminates. Ranging from a simple single light source illuminating the form of your work to using several lights to expose the qualities of materials that transmit or reflect light (e.g. plastics, foils, cloth). Use light that works with shape, texture, form or colour in your garment.

Be playful with existing self powered light sources eg LED's, torches, holographic paper, light boxes or rope light, or create your own from scratch. Opaque and translucent plastics and fabrics can transmit light magically and effectively; foils can reflect it back. Simplicity is the key.

Designers entering this section should include spare batteries (preferably rechargeable and include the recharger), spare electrical wire and spare lights. Please remember, garments

are highly choreographed to bring them to life so ensure the wiring will withstand a great deal of movement. In your design process ensure the following:

- Ease of replacing batteries.
- Minimising the number of batteries required.
- Colour coded wiring for ease of fault identification.
- Wiring is easily accessible for repair.
- Ease of turning electrical components on and off.
- Recycled components are rust free and in good working condition.
- Electrical components are compatible with New Zealand standards.

Don't forget to review the designers' section of our website for more information.

Bizarre Bra® Section

Though normally hidden, the bra has shown itself in past Montana WOW® Awards to have enormous potential for highly creative and witty reinvention.

Garments must be bra only and not include accessories. Entry must be a bra that fits the breast, not a bustier.



'Cockroach Bra' Pooja Rajput, India (above left).
'A Nice Pair Of Howlers' Paul & Cassandra Bowe, Nelson
(above right).



Special Awards & Prizes

SECTION PRIZES

Each section has NZ\$8,000 worth of prize money: Section Winner NZ\$5,000*, Runner Up NZ\$2,000, Commended NZ\$1,000

In addition all selected garments are eligible for the Supreme Award and Special Awards.

SUPREME AWARDS

Montana Supreme WOW® Award:

Awarded to the designer with the garment considered by the judges to be the most exceptional overall.

Award Winner receives NZ\$10,000* plus American Express international travel valued at NZ\$10,000

Runner Up to the Supreme WOW® Award:

Prize: NZ\$4,000

SPECIAL AWARDS

Untouched World WOW® Factor Award:

Chosen by Suzie Moncrieff as the most innovative garment with the 'WOW' Factor.

Winner: NZ \$5,000*

Runner Up: NZ \$1,000

Shell Sustainability Award:

This award is for the designer who is concerned about protecting the environment and uses materials that would otherwise be discarded. At least 85% of the garment must be made from recycled materials.

Winner: \$5,000*

Booker Spalding First Time Entrant Award:

Recognising creativity and innovation in an entry submitted by a first time entrant.

Prize: NZ \$5,000*

Shell Student Design Award:

Open to all national and international tertiary students.

Award Winner: NZ\$5,000*

Runner Up: NZ\$1,000

WETA Award:

Chosen by Richard Taylor of Weta Workshop, this is awarded to the garment that best crosses the boundaries of film and WearableArt™.

Winner: \$5,000*

Runner Up: \$1,000

Wellington International Award:

Acknowledging the creativity and excellence of international designers, this award goes to the best international entry. The winning designer also receives a prize to travel to NZ when they are next selected for the Awards.

Winner: \$5,000*

Runner Up: \$1,000

The Dominion Post People's Choice Award:

During the WOW® season the audience has the chance to vote on their favourite garment. This Award is announced in the week following the final performance.

Prize: NZ\$1,000

Mainfreight Packing Award:

Chosen by the WOW® Wardrobe team and awarded to the designer who has best packed and sent their garment considering transportation and storage as part of the overall design process. The designer would have thought about minimising space & freighting costs, storage backstage, repeated transportation of the garment and keeping the garment safe and secure whilst

maintaining its 'WOW® factor' on stage. Consider whether the garment can be deconstructed in any way for packing and easily reassembled to achieve the above.
Prize: NZ\$1,000



*'Lagarus Ovatus En Masse' Catherine Anderton, Wellington
2009 Winner Booker Spalding First Time Entrant Award
An example for the American Express Open Section*

* denotes an acquisition prize

The Judging Process & Design Tips

Judging

A panel of judges including WOW® Founder Suzie Moncrieff evaluate the garments based on their originality, creativity, innovation and construction. The judges follow a blind judging process, which means they are only told the garment's name and inspiration, not the designer's name. This ensures that everyone has an equal opportunity.

Garments are selected for inclusion in the show during first judging on July 10/11 in Nelson. Garments that are then chosen as finalists are judged on two further occasions:

- Early September at the practice venue in Wellington having been choreographed to music onstage; and
- At the Dress Rehearsal onstage with full make up, hair and lighting. This is when the final decisions are made about prize winners.

Judges retain the right to move garments to different sections and recommend accessory additions and/or deletions.

The judges' decision is final.

The Dominion Post People's Choice Award is chosen by the audience/people who vote.

The Mainfreight Packing Award is chosen by the Wardrobe team at WOW®.

Judges' Design Tips

Some tips from past judges on what they were looking for:

- The 'WOW Factor' - is there something that makes the garment stand out from the rest?
- Performance Art - think of the garment as a performance piece and how it will move and appear onstage.
- Exhibition - garments may be displayed in the World of WearableArt™ Et Classic Cars Museum, therefore thought needs to go into their static exhibition and the requirement to withstand close scrutiny.
- Think 'work of art' - WOW® is not 'fancy dress' - a fresh new idea, simply constructed, is often better than an over-embellished, old idea. Less is often more. Big garments are not always the best.
- Be innovative - try using materials that you have manipulated or transformed rather than just using commercially available fabric.
- WOW® takes "art off the wall and adorns the moving body" so try to make your garment integral to the human form.
- Your garment should look as good from the back as it does from the front.



*'Behind Closed Doors' Kathryn Preston Et Angie Robinson, Christchurch
2009 Runner Up Gen-i Creative Excellence Section: Theme 'Fold'
An example for the American Express Open Section*

Conditions of Entry

Design teams can consist of a maximum of three designers.

Designers must enter under their own names rather than a collective or business name.

WOW® will supply the models and garments may be designed for up to 3 models.

Size Restrictions

Garments must be made to fit the following model sizes:

Female	Male
Height 170cm-180cm	Height 177cm- 90cm
Bust 86cm-96cm	Chest 94cm-104cm
Waist 62cm-70cm	Hip 86cm-98cm
Hips 88cm-100cm	(low waist)

Children

Garments created for children must be entered in the Children's Section only. Garments must fit children aged between 9 and 13 years.

Average Shoe Sizes

Female	Male
NZ/US 8.5-9.5	NZ/US 10-12
EUR 39-41	EUR 44-46.5

Height/Width Restrictions

Garments must be:

- Less than 1½ metres wide at floor level.
- Less than 3 metres in height or length.
- Able to enter and exit the stage via a 45 degree ramp.

Before you start, consider how you will package and freight your garment and how it may be hung or stored backstage.

Garments that can be easily separated into their component parts are simpler to freight and to store.

Garment Requirements

- You must provide every item that you wish your model to wear e.g. if entering a skirt, there must also be an accompanying top. Consider whether you need to provide specific undergarments e.g. nude boob tube, specialist pantyhose and spares, boyleg shorts.
- Do not use advertising signage or company logos in your design.
- No perishable materials are to be used e.g. animal or plant products (unless properly treated).
- Your entry cannot require stilts
- Loops on skirts / bodices make hanging and storage easier. If a particular hanger is required, please supply it.
- Try your garment on, that way you will know if it is too heavy, unbalanced, uncomfortable, or will not hold together. Identify movement 'stress points' and reinforce these areas. Garments must be able to withstand transportation, choreography and being worn at least 19 times.

be able to withstand transportation, choreography and being worn at least 19 times.

- Hats must be fitted and well balanced, a strap under the chin may be appropriate.
- The garment must be safe to wear with no sharp or scratchy surfaces. Ensure any electrical wiring is safe and simple to operate in New Zealand.
- Avoid using cardboard, paper, hot glue, staples, sticky backed velcro and tape. If you are using fragile materials, work out how you can reinforce them.
- Avoid invisible zips as these are delicate and break easily.
- Lacing of garment must withstand quick changes (suggest elastic or Velcro instead).
- There must be a fabric label on the inside of your entry (including accessories) which includes your name and the title of your garment. WOW® cannot take responsibility for unlabelled work.
- Enclose a small repair kit with spare materials, parts and pantyhose relevant to your garment. Include items specific to your garment e.g. matching paint or fabric. This may not be returned.

Conditions of Entry continued

Original Concept

- The garment must be an original concept designed and created by the designer/s.

Pre Awards Show

Media Coverage

- Entries that have been accepted in any other competition in New Zealand or have appeared in any media print publications or online in New Zealand will not be accepted. The only exception is for tertiary students who have exhibited their garment as part of their curriculum. These students may be eligible but need to apply to WOW®. Once accepted, images of garments cannot then appear in media or online before the Awards Night.

Entry Submission/Return

- All packaging is the responsibility of the designer. New Zealand, Australia and USA designers may have freighting support from our freighting partner Mainfreight. Refer to the inside back cover of this kit or www.worldofwearableart.com for conditions and eligibility.
- Ensure that your garment is packaged carefully. The firmer you can pack your garment, the better. You may also be able to collapse your garment to fit in a smaller box or even pack it in more than one box. Do not send in heavy packaging such as old wardrobes or oversized wooden boxes.
- Boxes must be labelled on the outside with the WOW® Shipping Label that is created as part of your online Entry Form.
- Your garment may not be returned in the same box.

- Provide clear instructions for wearing the garment. Dressing instructions, an inventory of pieces, clear photos of the front and back of the finished garment worn on a model are a must.
- Unselected entries for the 2010 Awards will be delivered to the designer's nearest Mainfreight depot by late September 2010 and the designer will be advised of the relevant details for collection. Unselected works not collected by 31 December 2010 will become the property of WOW® Ltd.

Insurance

- It is the designer's responsibility to insure their property from the time of its dispatch through to its ultimate return.

Garment Retention

WOW® reserves the right to:

- Retain selected garments for up to 12 months following the Awards for activities that relate to the promotion of WOW® or The World of WearableArt & Classic Cars Museum. 2010 finalist garments not retained for the above use will be returned to the designer by late November 2010.
- Take photographs of garments and to publish these, with acknowledgment wherever possible, in publications that relate to WOW® or its sponsors.
- All film, broadcasting, internet and any related rights, which it may at its discretion elect to use for publicity or any other purpose.
- Have first option to purchase any entry for inclusion in the historic collection.

- Upon payment of acquisition prize money, automatically retain ownership of winning garments of the following awards: Supreme, Shell Sustainability, Wellington International, Shell Student Design, Untouched World WOW® Factor and all section winners.

Overseas Entrants

Please refer to the 'International Insert' for information on entering an international garment.



*'The Grinch That Stole The North Pole' Esther Bryant-Lindsay, Mapua
An example for the Children's Section*

Entry Process

Go to www.worldofwearableart.com from 8 February 2010 and follow the steps below.

New Zealand designers only - International designers please refer to the International Insert.

Step One: Entry Form A

*Submit and pay \$45
by 1 May 2010*



- a Go to www.worldofwearableart.com and choose 'Enter WOW®'. New designers must register to begin but returning designers can use their existing login and password.
- b Complete Entry Form A accepting the terms and conditions of entry.
- c Pay your \$45* entry fee online with credit card, or send payment with your designer number. We must receive payment by 1 May 2010.
- d You will be sent an email confirming we have received Entry Form A.

Step Two: 'Optional' Pre-selection*

*Submit images/footage of your
garment for pre-selection
by 11 May 2010.*



- a Login and select pre-selection to upload and send images/footage of your completed garment to WOW® for pre-selection. Make sure images/footage are clear, worn on a model and show the front and back of the garment.
- b Designers will be notified by 18 May 2010 whether they have been pre-selected to send their garment for judging.

Please note that the judges decision is final and no correspondence will be entered into.

Step Three: Entry Form B

*Submit and send with garment
by 18 June 2010.*



- a Login and complete Entry Form B and accept the terms and conditions of entry.
- c Print the Shipping Label for attaching to your packaged garment.
- d Print out your Entry Form B confirmation email, sign and include with your garment.
- e If you can't print the Entry Form B confirmation email, please contact the Wardrobe team.**
- f Send your garment to: WOW® Garment Entry, WOW Ltd, 95 Quarantine Rd, Annesbrook, Nelson 7011, New Zealand. WOW® will send you an email confirming your garment has arrived for judging.
- g Designers will be notified whether they are a finalist after 19 July 2010.

**Step Two: New for 2010 'Optional' Pre-selection.*

Pre-selection of garments is not a guarantee that you will be selected by the judges in July as a finalist. Please contact Heather if you would like to discuss this new option - Heather Palmer, Competition Director on +64 3 547 0861 or email heather@worldofwearableart.com.

***Contact us if you have any problems with entering online -*

Ingrid Peek, Wardrobe Manager on +64 3 547 0864 or email ingrid@worldofwearableart.com.



Designers' freight sponsor

Mainfreight Limited supports designers by providing an opportunity to freight their garments to World of WearableArt in Nelson FREE of charge from Auckland, Wellington, Christchurch and Dunedin.

In addition, Mainfreight offers a 20% discount off the standard freighting cost for entrants who live outside those cities to send it to the nearest collection depot. There are 28 depots around New Zealand. Check out www.mainfreight.co.nz. The offer is not available outside of the specified dates.

Please note, designers are responsible for packaging garments securely as if the garments were being couriered separately. Garments packed firmly in smaller boxes are much safer than those loosely packed in oversized boxes.

It is also the designers' responsibility to insure the garment.

International designers please refer to the 'international insert' for specific freighting conditions for New Zealand.

New for 2010
Mainfreight
Packing Award!
see page 7 for details

Designer Tickets

WOW® highly recommends that you attend Awards Night.

WOW® reserves a block of the best seats in the house on Awards Night for 2010 designers.

You will be sent an online link for the booking form with your judging results email on 19 July.

Finalists



Each designer/design team is entitled to one FREE ticket as well as the opportunity to purchase up to three additional adjacent seats in the designer seating area.

Unselected



You can purchase up to two tickets in the designer seating area.

- You can request additional tickets when making your order and WOW® will do its best to fulfil that request, however these tickets are limited.

You can order general audience tickets online from 1 February 2010 and a \$25 booking fee applies from 1 February - 14 March.

Dress Rehearsal Tickets

WOW® offers all 2010 designers the opportunity to purchase up to four tickets to Dress Rehearsal. Tickets are \$35 and can be purchased online using the same booking form as above.

"Eat your heart out John Galliano"

2007 GUEST INTERNATIONAL JUDGE
GLADYS PERINT PALMER,
ACADEMY OF ART SAN FRANCISCO,
SCHOOL OF FASHION EXECUTIVE DIRECTOR



'Ultra Violent Beauty' Nicola Richardson & Marianne Taviner, United Kingdom
An example for the CentrePort Illumination Illusion® Section

2010 Key Dates

- 1 FEB Preferential tickets on sale
- 8 FEB Entry Form A open online
- FEB/MARCH/APRIL Designer Meet and Greet Functions **See web forum for more detail*
- 15 MARCH General ticket sales open
- 1 MAY Entry Fee and Entry Form A due
- 1 MAY International Pre-selection images/video due
- 7 MAY Overseas entrants advised if selected for preliminary judging
- 11 MAY New Zealand 'Optional' Pre-selection images/video due
- 18 JUNE Couriered/postal entries and Entry Form B due
- 20 JUNE Hand delivered garments and Entry Form B due at WOW® Nelson *(Between 1 - 5pm)*
- 10/11 JULY Judging
- 19 JULY Judging results emailed
- 20 JULY Judging results mailed
- 22 SEPT Dress Rehearsal, TSB Bank Arena, Queens Wharf, Wellington
- 23 SEPT - 3 OCT Montana WOW® Awards Show season, TSB Bank Arena, Queens Wharf, Wellington
- 24 SEPT Official Montana WOW® Awards announced
- 25 SEPT Judges Forum
- LATE NOVEMBER Garments not retained for exhibition are returned
- FEB 2011 Entries open for 2011 show

Entry Checklist

- Entry Form A completed online and Entry Fee paid
 - Entry Form B completed online, confirmation and shipping label printed and attached to your garment
 - Insurance arranged
 - Every component of your entry is labeled with your name and the title of your garment
 - Step by step dressing instructions enclosed
 - Full colour photograph of the front and back of the garment worn correctly enclosed
 - List of total pieces enclosed
 - Optional repair kit enclosed
 - Packaging organised and addressed to: Entry WOW, 95 Quarantine Rd, Annesbrook, Nelson 7011, NZ
- NB: If delivering with Mainfreight, mark your box with 'Top Stow'.*



“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

World of WearableArt™, PO Box 9037, 95 Quarantine Road, Annesbrook, Nelson 7011, New Zealand
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*‘Lady Of The Wood’, David Walker, United States
2009 Winner Montana Supreme WOW® Award
& Tourism New Zealand Avant Garde Section*