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ASPIRATION MATCHES CREATIVITY FOR ASIAN DESIGNERS DEBUTING AT THE MONTANA WORLD OF WEARABLEART™ AWARDS STAGE

A phenomenal design and innovation capability in China is recognised worldwide in a vast array of industries, and the first year of entries in the Montana* WOW® Awards shows a stunning display of imagination in WearableArt™ too.

Garments bringing a desert mirage to real life and turning wool into a futuristic medium for WearableArt™ demonstrates the creativity required to shine on the Montana WOW® Awards stage.

The Montana World of WearableArt™ Awards Show is in its 22nd year and is a world-renowned design and art event attracting ever-growing interest and amazing works of art from across the globe.

A stunning exhibition of creative ingenuity, the Montana WOW® Awards Show brings to life artworks designed for the human form, showcasing a near-boundless display of imagination that builds on the anthropological aspiration to be more than we are.

Highlights from the 2010 Montana WOW® story so far...

- The 191 garments chosen for the stage is the largest contingent ever
- The level of artistry grows year on year with incredible materials ranging from hundreds of individually styled metal parts to 17,900 metres of yarn.
- One in three garments chosen for the show are from international designers across four continents, including a record 23 from India.
- WOW® designers range from dentists to architects, jewelers to sculptors, fashion designers to business analysts, students and retirees
- Designers compete for NZ\$100,000 in prizes including the Supreme Award and the highly coveted Weta Award selected by Oscar-winning designer Sir Richard Taylor

The 2009 WOW® Supreme Award was won by an international designer, David Walker from Alaska, who received more than NZ\$25,000 (Y115,675) in prizes for his classical gown entry *Lady of the Wood*.

International designers from 25 countries submitted entries for the Montana WOW® Awards and 61 garments from Germany, Australia, China, Hong Kong, India,
For further information, including imagery, please go to the online media room at www.worldofwearableart.com or e-mail media@worldofwearableart.com

Mexico, Netherlands, Sri Lanka, United Kingdom, and USA were selected to join local entries on the WOW® stage.

Joining WOW® Founder Suzie Moncrieff on the panel this year is New Zealand kinetic sculptor Phil Price, and fashion designer Doris de Pont who is synonymous with the New Zealand fashion scene.

"The judging process for WOW has been totally captivating," says Phil Price. "It is a privilege to witness the sophistication of this art genre and the designers are really demonstrating the synthesis of elements that any good design requires. We are seeing really inventive solutions that are playful and intelligent."

The choreography for the 2010 show will showcase 191 finalists who have been chosen to compete in the Montana WOW® Awards Show from an array of more than 300 entrants from all over New Zealand and the world.

This is the first year China has been a significant part of the international community for WOW®, boosted by sponsorship from Mainfreight to transport the garments to New Zealand for judging.

In March this year Heather Palmer Competition Director and I visited The Hong Kong Design Institute, Hong Kong Polytechnic University Shanghai University Paris International Institute, and Dong Hua university in Shanghai, where we presented lectures on wearable art say's WOW Founder Suzie Moncrieff.

"Many of the students were already making incredible innovative works of wearable art and it was heartening to see how original and inventive their works were.

"They really understand the concept of WearableArt™ and relish the opportunity that the Montana WOW® Awards provides to compete and exhibit their work on a world stage.

Dong Hua University, one of the biggest in China, is putting WearableArt into their design course curriculum in 2011 and the other universities are encouraging their students to enter WOW® in 2011, Moncrieff says.

"We look forward to an exciting and growing relationship with China."

Turning the practical and utilitarian elements of military equipment into art is a hard call, and it is one Chinese entrants Ru Xiang and Wenjie Tang have aimed at for the 2010 Montana WOW® Awards. For a first time entrant the combination was challenging but Xiang says the inspiration is to blend military equipment, arms and pop clothing elements into the spacey-looking *Breathing*. A gas mask headpiece and dark colours give the recycled materials a sinister look, one Xiang says is designed to bring about an element of sculpture within the garment that is part of the American Express Open Section.

Contrastingly Shanghai student Jia Shan Gu has created a visual melody of colours with a knitted pair of garments named *Travel of Self Exile*. While using softer materials, Gu has created shapeliness around her garment with bold asymmetrical patterns that are almost space-like in their own right, fitting for the entry in the Tourism New Zealand Avant Garde Section. Gu says the use of "dissymmetry" with colour and design is aimed at providing a warming individual sense of "multi-coloured beauty".

Louis Wong has created a designer garment from cotton and wool for the Tourism New Zealand Avant Garde Section, inspired by the legendary desert apparition. *Mirage* uses cubes and checked patterns which when mixed with a black, white and grey colour scheme mimic the illusion of a desert mirage.

The effort and inspiration that goes into the incredible garments that make it to the final stage of the Montana WOW® Awards is the backbone of the event.

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WOW® then creatively weaves these painstakingly crafted garments of a world's worth of designers' dreams and epiphanies into an eleven show season opening 23 September. This choreographed dramatic live performance is seen by an audience of more than 43,000 people in Wellington, New Zealand's creative capital and the ultimate place to tell the global story of the weird and wonderful World of WearableArt™.

For more information, releases and imagery from previous shows go to the WOW® online media library at www.worldofwearableart.com or contact us at media@worldofwearableart.com

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

EDITORIAL NOTE : Please initially refer to the show as the Montana World of WearableArt™ Awards Show which can then be shortened to the Montana WOW® Awards Show. Please publish the full names for sections and awards i.e.: the Air New Zealand South Pacific Section.

Described as a rebellion against the mundane, the Montana World of WearableArt™ Awards Show bends traditional perceptions of art and fashion by choreographing garments into a visceral extravaganza that dazzles the senses and lifts the spirit. Bob Haven, Professor in Costume Technology & WOW Designer at Kentucky University, United States, says, "Athletes have the Olympics, actors have the Oscars, musicians have the Grammys, designers and costume creators have WOW®."

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