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ART AND NATURE COMBINE IN INSPIRATIONAL GERMAN DESIGNS FOR MONTANA WORLD OF WEARABLEART™ AWARDS

A New Zealand fern and a Spanish painter are among the international inspirations behind the stunning entries from Germany for the 2010 Montana* World of WearableArt™ Awards.

German design is world famous and the stage for the world's most creative display of WearableArt™ is the international pinnacle for the designers in this year's Montana WOW® Awards.

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 \$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 (€14,000) 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, Mexico, Netherlands,

For further information, including imagery, please go to the online media room at www.worldofwearableart.com or e-mail media@worldofwearableart.com

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.

With experience in the Montana WOW® Awards from 2009, Hamburg artist Marina Krog returns to her memories of New Zealand for her 2010 entry *Treefern Fay*. Inspired by photographs of the natural world she saw on her travels, Krog has recreated a New Zealand botanic icon in her entry to the Air New Zealand South Pacific Section, carefully pleating synthetic fibres to imitate the intricate patterns of a tree fern.

With 15 years experience in pleating, also the basis for her 2009 entry, Krog says this is the first time she has tried to mimic nature. But her memories of New Zealand are inspiration enough and the artwork undoubtedly adds a local touch to the large number of international entries at the 2010 Montana WOW® Awards Show.

The creative journey behind previous section winner, Margarete Palz's entry in the American Express Open Section is a remarkable one. Her concept morphed from the abstract elements of night and day to the fabulous contrast between "blue diamonds and glowing flowers". *Non-Identical Twins* is the third garment the Zweibrücken artist has entered into a Montana WOW® Awards Show and is constructed from fabric and high gloss photographic paper. Palz says the sharp hardness of diamonds versus the softness of nature's bloom is an exercise in "harmony and contrast" that can only be seen to be understood. "They may show you their secrets when they are together in action on stage."

Self-confessed "art couture" fashion designer Pia Fischer, from Berlin, illustrates her inner artistic animal in *The Burning Giraffe*. Drawing inspiration from Spanish painter Salvador Dali, the furniture-istic American Express Open Section entry is made from textiles and wood comes through Fischer's interpretation of Dali's painting of the same name.

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.

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.

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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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