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## BIGGER, BRIGHTER, BUXOM AND BRILLIANT SUMS THE NORTH AMERICAN ENTRIES IN THE MONTANA WORLD OF WEARABLE™ ART AWARDS

From the flowering cacti of the Mexican deserts to the extreme environs of Alaska, the 2010 Montana\* World of WearableArt™ Awards Show is flush with challenging feats of creativity from North America.

Building on the success of Alaskan carpenter David Walker last year as the first international entry to win the Supreme Award, entries from the United States, Canada and Mexico have exploded for this year's Montana WOW® Awards creative extravaganza.

The Montana World of WearableArt™ Awards show is in its 22<sup>nd</sup> 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

Walker's 2009 winning entry *Lady of the Wood* was inspiration for the growing number of international entrants looking to the Montana WOW® Awards as their ultimate goal in creating, designing and crafting wonderful art pieces.

The Academy of Art University in San Francisco is already part of the World of WearableArt™ community and has initiated a design student exchange programme with Massey University in New Zealand, an arrangement facilitated by former WOW® partner AT&T and WOW®.

For further information, including imagery, please go to the online media room at [www.worldofwearableart.com](http://www.worldofwearableart.com) or e-mail [media@worldofwearableart.com](mailto:media@worldofwearableart.com)

US students Gina Digirolamo & Lindsey Eisentraut were the winners of the 2009 Shell Student Design Award with their conjoined garment *Bound*.

International designers from 25 countries submitted entries for the Montana WOW® Awards and 61 garments from Germany, Australia, China, Hong Kong, India, 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 approximately 190 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.

The reputation WOW® has earned with designers in North America sees a number of return entrants every year, and each time the aspiration and creative license gets wider and more wonderful.

First time entrant Christina Cundari has brought three of the four elements to the WOW stage with *Water, Earth, Sky*, an entry in the Air New Zealand South Pacific Section inspired by oceanic and celestial beauty and the "rich bio-diversity of New Zealand". From San Francisco, the designer made the three piece entry out of wool, bamboo and acrylic materials including intricate motifs that took three months to crochet by hand.

Wendy Moyer from San Miguel de Allende, Mexico takes a lifetime of learning from generations of artisans in her family and turns it into a first-time Montana WOW® Awards entry for the Bizarre Bra® Section. *Prickly Heat* plays on the nurturing bosom of motherhood by creating a cacti-covered garment alluringly coloured and flowering, but adorned with sharp barbs. Using recycled clothing to cut the shapes needed for her garment, Moyer's history is a colourful and abundant as her concept of Mother Nature's "nourishing breasts". Her own creativity was nourished by a family of seamstresses, painters and artists, and her transition from artist to designer is a story essence of the Montana WOW® Awards.

Hollywood costume designer TaMara Carlson Woodard is inspiring herself through her first-ever Montana WOW® Awards entry *Cirque du Circumference*. Invigorated from seeing the show in 2009, the Californian set herself a goal to turn out a costume in tune with her own weight loss goals, and the vibrant "circus fat lady" garment in the American Express Open Section is the result. "In the circus of life they say size doesn't matter; it's what inside that counts," Carlson Woodard says. With an 85-inch waist constructed from spring steel, foam, silk and 30 yards of tulle, the colourful garment is a big shout to the boundless application of creativity encapsulated in the Montana World of WearableArt™ Awards Show.

Literally carving a enviable reputation for his talent in WearableArt™, David Walker builds on his 2009 Montana WOW® Awards Supreme Award with *Wood, Wire and Fire*, a stunning array of wood wired to sparkle on stage. The seven-piece garment is styled on a mix of Las Vegas showgirls and a second hand chandelier, with each piece wired separately to light up as part of the Gen-i Creative Excellence Section: The Art of Light.

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

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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](http://www.worldofwearableart.com) or contact us at [media@worldofwearableart.com](mailto:media@worldofwearableart.com)

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\*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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