



FOR IMMEDIATE RELEASE:
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DESIGNER REMINDERS OF THE IMPACT OF HUMANITY
COME TO THE
MONTANA WORLD OF WEARABLEART™ AWARDS STAGE
FROM THE MAINLAND

Plastics, piping and the passing of time represent opportunities that must be grabbed to seize on the beauty of life and land in entries from regional South Island designers for the 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 Supreme Award was won by an international designer, David Walker from Alaska, who received more than \$25,000 in prizes for his classical gown entry *Lady of the Wood*.

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www.worldofwearableart.com or e-mail media@worldofwearableart.com

With the initial selection complete the 2010 Montana WOW® Awards judging continues on two more occasions in September before opening night on 23 September at TSB Arena in Wellington.

Joining WOW® Founder Suzie Moncrieff on the panel this year is New Zealand kinetic sculptor Phil Price, and former 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.

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.

Wanaka multi-media artist Andi Regan took 5000 cable ties to create her entry in the Air New Zealand South Pacific Section, *Bikini Bikina*. Inspired by the spiny structure of the ubiquitous kina or sea urchin, the garment blends the sharp defensive mechanisms of the sea creature with the softer shape of the human form, creating what Regan describes as a "chance encounter with a dark alien washed up on the beach". Tied together with irrigation tubing and wire, the WearableArt™ garment is a departure from the designer's traditional medium of wall sculpture.

Invercargill student Aliasha Pile has combined recycled paper and sand into a "celebration of New Zealand's natural and human heritage" in her entry for the Air New Zealand South Pacific Section. *National Treasure* depicts the national fabric of native flora and fauna combining with Maori motifs and 10 different coloured sands.

Designing and building a WOW garment takes some people two years, but for Ashburton theatre designer and wardrobe artist Julie Brawley it was number 801 on her to-do list, alongside 800 costumes to be created for a Broadway-themed stage show she was working on. The futuristic entry in the Gen-i Creative Excellence Section: The Art Of Light is as far from the traditional theatre boards as it can be. *Tempus Fugit (Time Flies)* is made from Suntuff roofing engraved with clockwork mechanisms and put together with nuts and bolts. Inspired by the inner workings of the Ashburton clock tower, the garment is a reminder of time's inevitable passing and the need to appreciate every moment.

First time entrant Chloe Idris, a student from Dunedin, puts a postcard picture of responsible recycling on the WOW® stage with *From Landfill, to Landscape*. The entry in the Air New Zealand South Pacific Section uses more than 100 crocheted plastic bags

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together with cardboard to create a landscape styled garment that links in the message of how the reuse of materials helps retain the beauty of New Zealand.

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 (including the newly released matinee at 2pm on Saturday 2 October) 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

For further comment please call:
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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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