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## EUROPEAN AND UK DESIGNERS DEFINE BEAUTY THROUGH CHAOS FOR THE MONTANA WORLD OF WEARABLEART™ AWARDS

Between economic, political and volcanic fallout, the recent transformative, renewing climate of the United Kingdom and Europe is reflected in the dynamic designs in the Montana\* World of WearableArt™ Awards.

The controlled chaos of a circus life and the teeny tiny rough and tumble of children's toys are among the inspirations for entries from Britain, Holland and Germany chosen for this year's Montana WOW® Awards Show.

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

The 2009 WOW® Supreme Award was won by an international designer, David Walker from Alaska, who received more than NZ\$25,000 (£11,400) in prizes for his classical gown entry *Lady of the Wood*.

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)

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 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.

UK student costume designer Richelle Dynae Rudeen puts her own fears into her garment *The Ring Mistress*, with the Tourism New Zealand Avant Garde Section entry playing on the dramatic peril of the circus. Afflicted with a lack of depth perception as a youngster, Rudeen remembers the sheer exhilaration of the death-defying stunts and spectacles she saw under the big top and how the whole experience excited and terrified her at the same time. Bringing elements like gleaming red latex and a whip add to the design and speaks of the danger in the circus inspiration, while the upper corset resembles the cage over the world of wonder within the circus. "This playful dominating tension, restrained and exposed, draws connections between the twisted world of the circus and the twisted expectations of women in society."

Bringing children's toys to life is the concept behind the fun and fresh *Flowerdoll*, *Gingerbread Man* and *Tumbler* from Dutch costume designer Theodora Hillenaar. Entering the competition for the first time, Hillenaar's pieces will feature in the Tourism New Zealand Avant Garde Section and bring a roly-poly dose of wonder to the stage. Bulbous, brilliant and bouncy, the collection of entries is based on playthings scaled to adult size and taught to dance, Hillenaar says. The garments are a reflection of her own nostalgic playfulness. "A world reminiscent of our own childhood in which grownups can act freely."

Communication of the senses is the backbone of Jonathon Wood's otherworldly creation *Levitation Communication Annihilation*. The professional artist and illustrator from Cumbria, United Kingdom puts his paintbrush into overdrive to create a demonic design for the CentrePort Illumination Illusion® Section, themed "Float, Fly, Flow". Built from polystyrene, foam and intricately painted, Wood says the multitude of appendages comprising the insect-like artwork means the garment has the same surface area as a small car; a significant challenge to paint with a small brush!

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](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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup>.”

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