

MONTANA™
BRANCOTT ESTATE

WOW®

WORLD OF WEARABLEART
AWARDS SHOW

'Firebird', Susan Holmes, Auckland



Take art off the wall and out of static display

Adorn the body in wildly wonderful ways

Celebrate creativity in lavish and unique

on-stage spectacles - that inspire all.

What is the Montana WOW® Awards Show?

The Montana* World of WearableArt™ (WOW®) Awards Show is an annual extravaganza twisting conventional perceptions of both art and fashion and weaves them into a two-hour performance that has been described as, *"Mardi Gras meets Haute Couture at a Peter Gabriel concert directed by Salvador Dali"*.

Breathtaking works of art are designed for the moving body, then individually choreographed into an extraordinary theatrical show entwined with every facet of performance: music, dance, lighting, drama and comedy. WOW® is completely unique every year and New Zealand is proud to hold this world-class event, now in its third decade, on local soil.

Where did WOW® begin?

In 1987, Nelson sculptor Suzie Moncrieff needed an idea to promote a rural art gallery. She dreamed up a concept to take art off the wall and adorn the human form, then showcase each creation in a dramatic setting. The fresh idea had never been done before, and the result was more than a promotion; it was a mesmerizing, unforgettable performance. A new way to experience art and fashion was born and Suzie Moncrieff called it WearableArt™.

What has WOW® become?

The Montana World of WearableArt™ is the most creative event on the international design, fashion and costume calendars; culminating every year in the annual Montana WOW® Awards Show staged in Wellington – the creative capital of New Zealand.

WOW® attracts designers, media and art aficionados every year from all over the world including the USA, UK, Australia, India, Japan, Thailand, Germany, The Netherlands, Israel, Fiji, Canada and New Zealand. Selected artists, along with 400 cast and crew collaborate to create a fresh spectacular every September.

Following the show, selected garments are exhibited in the historic collection housed in the WOW® Museum in Nelson - the birthplace of the Awards.

WOW® has a number of important relationships with design and art academies and institutions internationally, and actively supports student designers through a number of initiatives.

Gladys Perint Palmer, Executive Director of Fashion from the Academy of Art University in San Francisco and 2007 International judge described WOW®, *"Eat your heart out John Galliano, Hussein Chalayan, Thierry Mugler, Vivienne Westwood and John Paul Gaultier"*.

WOW® is an original concept, licensed to World of WearableArt™ Ltd.

Why see a WOW® Show?

The Montana WOW® Awards Show brings about a world where art and the human form blend to create a phenomenal sensory experience mixing sound, lighting, dance and drama. The multi-layered choreographed performance is the pinnacle of exhibition for WearableArt™ and is a showcase best described as a glorious rebellion against the mundane. There is no narration, no explanation and no language barriers, just an inspiring procession of dreams and fantasies, creativity and art.

Why design a WOW® garment?

The Montana World of WearableArt™ Awards Show is one of the most prestigious art and fashion competitions on the planet. With more than NZ\$100,000 in prize money, designers from the film, fashion, photography, craft, design, sculpting, drama and art worlds are inspired to enter.

Alongside them are a myriad of designers from all walks of life; imagination and aspiration are the only prerequisites as entrants do not have to be professional designers or hold fine arts qualifications.

Designers are challenged to create a work of art, which has impact on an arena stage, can withstand detailed scrutiny, movement of specialist choreography, and has overall WOW® factor. Around 170 finalists are selected from over 300 entries each year from all over the globe; the competition for the 35 prizes is fierce, but most designers agree, it's not about winning - it's about creating a garment that becomes part of the Montana WOW® Awards Show.

There is nothing quite like WOW® for designers and artists to showcase their creativity. When Bob Haven, professor in Costume Technology from the University of Kentucky entered WOW® he summed it up, *"Athletes have the Olympics, actors have the Oscars, musicians have the Grammys, and designers and costume creators have WOW®"*.

Why see the WOW® museum?

The World of WearableArt™ & Classic Cars Museum in Nelson opened its doors in 2001, and houses decades of inspiration; enabling visitors to experience WOW® all year round. The collection includes previous years' entries and winners set amongst a dramatic setting with music and lighting. You can see up close, creations made out of: books, car parts, recycled plastic bags, ballet shoes, coins, human hair, tree bark, wool bags, used film rolls and many more unimaginable items.

The collection is breathtaking and stimulating, providing a taste of the drama in the Montana WOW® Awards Show and a flavour of the global spirit behind the World of WearableArt™.

*Montana Wines are avid supporters of creativity and the naming right partner of the WOW® Awards Show. At the time of publication, Montana were celebrating re-naming Montana's premium wine range 'Brancott Estate' in honour of their original Marlborough vineyard.



'Lady of the Wood', David Walker, United States

What does WOW® offer media?

WOW® is delighted to host both domestic and international media. As a unique event the story angles that media attendees to WOW® can concentrate on are varied. For a human interest angle media can target specific designers from their area and track their WOW® creative journey. Alternatively, an artistic, design or fashion angle can be taken focusing on the unique theatrical experience and the amazing garments that are entered.

Media attending WOW® receive show tickets, official WOW® Show images and can often obtain exclusive interviews with designers and members of management, cast and crew.

Why become a sponsor partner?

The Awards Show is supported by a variety of corporate partners. WOW® Ltd is proud to have a range of leading New Zealand and international companies in their family of loyal sponsors. Our partners appreciate the WOW® brand association and see value in the exciting corporate hosting opportunities.

How can I get involved?

To find out how to enter, buy show tickets, become a sponsor partner or be involved in the WOW® media programme visit: www.worldofwearableart.com

'Screen Play', Amy, Jean Boebel & Sue Hobby, United States

