

World of WearableArt™ WOW®

Touring Exhibition

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Background Information:

One of New Zealand's cultural success stories over the past 30 years has been the spectacular growth of the World of WearableArt™.

This unique event, which draws an audience to Wellington, New Zealand of around 60,000 people every year, has encouraged an explosion of creative activity, inspiring a wide range of fashion designers, artists, costume-makers and other artisans from all over the world to enter the competition.





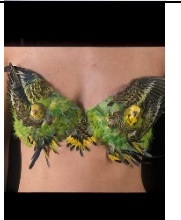
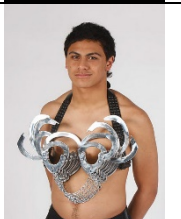

World of WearableArt, in partnership with the New Zealand Government, is presenting an international touring exhibition that showcases some of the very best of the permanent collection.




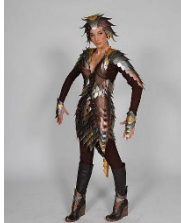



Designed by Wellington-based, Workshop E the exhibition is a combination of award-winning works of wearable art, audio visual of previous World of WearableArt Awards Shows and a 'workroom' where visitors can delve more deeply into the story of WOW, designers and New Zealand. The workroom also provides a space where people can try their hand at some wearable art design of their own and experiment with stage lighting.





Exhibition Details:

- 32 award-winning garments
- Interpretive Material
- Integrated audio-visual presentation


Exhibition content:

Garment	Designer	Country	Awards	Image	Material Used
aBRACalypse Now	Wendy Moyer	Mexico	Runner Up, Weta Section, 2012		Recycled clothes, silicon, gourd, wire
American Dream	Sarah Thomas	New Zealand	Winner Open Section Award, 2012 Winner Weta Award, 2012		Vinyl, leather, papier mache, builders foam, plastic
Beast in the Beauty	David Walker	USA	Winner International Award, 2012		Maple, Padauk wood veneers, aluminium
Born to Die	Guo Xiao Tong	China	Runner Up Creative Excellence Section, 2013		Cable ties
Budgerigar Brassiere	Emily Valentine Bullock	New Zealand	Winner Bizarre Bra Section, 2002		Taxidermied budgerigars, feathers, rubber, fabric
Busted	Rodney Thorburn	New Zealand	Runner Up Bizarre Bra Section, 2008		Aluminium, leather straps, steel chains
Chica Under Glass	Peter Wakeman	New Zealand	Winner Avant Garde Section, 2013 Runner up to the Supreme Awards, 2013		96% Fibreglass, 4% plywood

Delight of Light	Mengue Wu and Yuru Ma	Donghua University, Shanghai, China	Winner Supreme Award, 2012 Winner Open Section, 2012		Plastic
Epicentre Divas	Claire Third	New Zealand	Winner Bizarre Bra Section, 2012		Hedgehogs, fabrics, jewels
Gothic Habit	Lynn Christianse n	USA	Runner Up Supreme WOW© Award 2014		Felt, wood
Hands Off	Mark Crocker	New Zealand	Runner Up Bizarre Bra Section, 1998		Kitchen utensils, nuts, bolts, bicycle inner tubes
Horridus	Lynn Christianse n	USA	Open Section 2010		Copper, silver & gold plating
Hermecea	Jan Kerr	New Zealand	Winner Open Section, 2011 Winner Weta Award, 2011		Handmade fabric, papier mache, wire
Hylonome	Mary Wing To	UK	Winner Supreme Award, 2011 Winner Avant Garde Section, 2011		Leather, horsehair, pony shoe
In the Op	Lai Kit Ling	Hong Kong Design Institute	Runner Up, Avant Garde, 2012		Curtain, boning, leather, tassels

Inkling	Gillian Saunders	New Zealand	Winner Weta Section, 2013		EVA foam, paint
Lady Curiosity	Fifi Colston	New Zealand	Commended, Avant Garde Section, 2010		EVA foam, laminate, paint, velvet, acrylic mirrors
Lady of the Wood	David Walker	USA	Winner Supreme Award, 2009 Winner Avant Garde Section, 2009		Mahogany, lacewood, maple, cedar
Le Tatau	Lindah Lepou	New Zealand	Runner Up South Pacific Section, 2006		Fabric, sequins, beads
Loops	Yogesh Chaudhary and Manas Barve	India	Winner Supreme Award, 2010 Winner Open Section, 2012		Merino wool felt
Lunanoia	Jane Ewers	New Zealand	Winner WOW Factor Award, 2013		Stainless steel mesh
Mantilla	Fenella Fenton and Jeff Thomson	New Zealand	Winner Open Section, 2013		Aluminium, printing ink, bolts, nuts
Noor Reverie	Rebecca Maxwell	Massey University, Wellington, New Zealand	Winner WOW Factor Award, 2012		Polyester, vinyl, fusing

Ornitho-Maia	Nadine Jaggi	New Zealand	Winner Supreme Award, 2008 Winner South Pacific Section, 2008		Leather - wet moulded, embossed, carved, hand dyed, copper foiled & hand sewn; bronze buckles, steel rings
Persephone's Descent	Stuart Johnson	New Zealand	Winner Supreme Award, 2002 Winner Reflective Section, 2002		Handmade components of mild & stainless steel, brass, chain, pewter
Prickly Heat	Wendy Moyer	Mexico	Commended Bizarre Bra Section, 2010		Fabric, plastic, paint
Revive	Menque Wu and Yuru Ma	Donghua University, Shanghai, China	Runner Up to the Supreme Award, 2012 Winner Avant Garde Section, 2012		Rubber
Second Skin	Hayley May and Fiona Christie	New Zealand	Runner Up to the Supreme Award, 2009 Winner of the Fold Section, 2009		Lycra, tulle, nylon, sheepskin
Skin	Marjolein Dallinga	Canada	Runner Up First Time Entrant, 2011 Commended Microscope Section, 2011		Wool, silk
Ten Breasted Suitcase	Alan Gale	New Zealand	Winner Man Unleashed Section, 2007		Suitcase leather, hardboard, wood, elastic, rivets
The Exchange	Tatyanna and Natasha Meharry	New Zealand	Winner Supreme Award, 2013 Winner South Pacific Section, 2013		Auto trim, ceramics, velcro

Totally Sheepish	Sarah Peacock	New Zealand	Runner Up Open Section, 2012		Wool and Thread
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1. WOW® Awards Show Summary

a. Long excerpt:

The World of WearableArt™ Awards Show, also known as WOW®, is New Zealand's single largest theatrical event. World of WearableArt™ (WOW®) combines an international wearable art competition with a spectacular stage show held in Wellington each September and October.

At the heart of the World of WearableArt™ (WOW®) Awards Competition is a unique platform for designers to share and showcase creativity and inspiration, expand horizons through global connections to other creative companies, experiment with new techniques and technologies and build on professional portfolios of design work.

The Competition is internationally renowned and attracts entries from over 40 countries each year. Anything that is wearable art can find a place on the stage, as long as it is original, innovative and well executed. Each year, World of WearableArt™ invites designers, artists and makers from around the world to realise the unimaginable and challenge the conventional as they create works of art that will be brought to life on stage at the annual World of WearableArt™ Awards Show. Designers come from all occupations, from all over the world. WOW® gives designers the opportunity to be innovative, original and not bound by the constraints of commercialism. The only limit is their imagination.

Each year, WOW® creates new worlds into which incredible garments are brought to life. Around 60,000 showgoers attend annually from around the world. WOW® is a breathtaking two-hour spectacular of dance, theatre, fashion, music, and art. The garments you see on stage are finalist designs selected from worldwide entries in the annual World of WearableArt™ Awards Competition, which puts the simple, but challenging brief to designers - to take "art off the wall and adorn onto the human form".

For designers, it is an opportunity to make work free from commercial restrictions, to become part of an international design community and to have their talent recognised. For the audience, it is a theatrical spectacular that is a feast for the eyes.

Today, over 30 years since the first World of WearableArt™ Awards Show took place, garments come from across the globe and are brought to life on stage in front of an audience of over 60,000 people.

357 words

b. Short excerpt:

The World of WearableArt™ Awards Show, also known as WOW®, is a breathtaking two-hour spectacular of dance, theatre, fashion, music and art. Each year, WOW® creates new worlds into which incredible wearable art garments are brought to life. Around 60,000 showgoers attend annually from around the world to see New Zealand's single largest theatrical event.

56 words

2. World of WearableArt™ Awards Show Key Facts

- 2019 is the 31st WOW Awards Show
- The 2019 show season is from 26 September to 13 October

- Almost 770,000 people have seen a WOW Awards Show since 1987
- WOW has showcased more than 4,877 finalist garments on its stage
- The judging process is in three stages: the first in Nelson in July; and the second and third in Wellington in September
- Since 1987, a total number of 10,200 people have worked on a WOW Awards Show including cast and crew
- Almost \$2,430,000 in prizes (cash and in-kind) has been awarded to finalist designers since 1987

3. WOW®'s Beginnings

Dame Suzie Moncrieff is the creator and founder of the World of WearableArt™ concept. The first WOW® show was staged in Nelson in 1987 as a promotion for a rural art gallery, based on sculptor Suzie Moncrieff's vision to take art off the wall and exhibit it as a live theatrical show. From 200 muddy-shoed show-goers in 1987 to around 60,000 attending a three-week show season.

Dame Suzie was Artistic Director and Scriptwriter for the show for the first 25 years and continues to be a driving force behind the WOW phenomenon and an inspiration to the WOW team. Dame Suzie acts as a guide to the show's creative and production teams.

Dame Suzie has personally received a number of awards for her achievements and contribution to the arts. She was made an Officer of the New Zealand Order of Merit in 1998 and made a Dame in the 2011 New Year's Honours list. She was also awarded 2011 Wellingtonian of the Year for her contribution to the arts and was a finalist in the 2012 New Zealander of the Year Awards. In 2014, Dame Suzie Moncrieff was awarded an honorary doctorate by Massey University for her contribution to the public in the field of art and design. She was conferred with a Doctor of Fine Arts. In 2015 Dame Suzie was named New Zealand's Deloitte Top 200 Visionary Leader for the Year.

4. WOW® Bios

DAME SUZIE MONCRIEFF



Dame Suzie Moncrieff is the Creator and Founder of the original WOW® concept. The first WOW® show was staged in Nelson in 1987, as a promotion for a rural art gallery, based on sculptor Dame Suzie Moncrieff's vision to take art off the wall and exhibit it as a live theatrical show.

“WOW® celebrates a huge variety of designers and ideas. It creates a competition that rewards people for being brave with their creativity, while also giving something spellbinding and magical to audiences.”

HEATHER PALMER



Heather Palmer is Competition Director and co-owner of World of WearableArt™ Ltd. Heather has played an instrumental part in the success of the WOW® Awards Show since its inception in 1987.

As Competition Director, Heather is a key point of contact for designers. Over the years, Heather has been integral in managing the awards process, looking after backstage show activities and managing the extensive WOW® historic garment collection. The role of Competition Director also sees Heather keenly involved as a guest lecturer at design schools, collaborating with training institutions both nationally and internationally, and promoting WOW® offshore.

“WOW® celebrates a huge variety of designers and ideas. It creates a competition that rewards people for being brave with their creativity, while also giving something spellbinding and magical to audiences.”



GISELLA CARR | Chief Executive

Gisella Carr has been the CE of WOW since 2016. Gisella's career has seen her leading organisations and major projects across the creative industries sector, most recently as Chief Executive of Film New Zealand and as Director of Funds Development at the National Museum of New Zealand Te Papa Tongarewa, as well as earlier senior roles at Creative New Zealand and The Royal New Zealand Ballet. Major projects include work for The Gibson Group on Vaeggen for the Museum of Copenhagen, as originating strategist and creator of the Arts Laureate Awards for New Zealand's Arts Foundation, and as an advisor to New Zealand Trade & Enterprise, Auckland and Wellington City Councils. Carr has also taught management and cultural policy at both Auckland and Victoria Universities.

“The growth of WOW demonstrates the power of a unique idea, and of a person, to motivate and attract others”

5. 2019 Worlds of WOW

Each year the Awards Show is divided into six sections: three recurrent sections and three specific to that year.

Recurrent Sections:

- **Aotearoa** is inspired by New Zealand's own deep sense of place. From our rich cultures to our landscapes, our independence to our inventions, this is a callout to show us New Zealand and New Zealanders as you see us.
[View the inspiration video here.](#)
- **Open** is a world where there are no boundaries, themes or rules, giving designers complete creative freedom to explore. Concept, construction, materials – the only limit is the imagination.
[View the inspiration video here.](#)
- **Avant-garde** is for wearable works of art that are experimental, radical and unorthodox. The challenge is to dare to defy the boundaries of fashion and create a work that is cutting-edge, rejects the ordinary and is unique and innovative.
[View the inspiration video here.](#)

Sections specific to 2019:

- **Mythology** challenges designers to be inspired by other worlds and dimensions; to explore fantastical stories of fearsome monsters and creatures, gods and goddesses, demigods and supernatural humans.
[View the inspiration video here.](#)
- **Transform** asks designers to create a work that changes in form, nature and appearance. The designers will play and innovate with different mechanisms for revealing unexpected aspects of their garment. The transformation might be playful and humourous, or it may be striking and startling.
[View the inspiration video here.](#)

- **White** represents a spectrum of emotions, white is associated with peace, light, love, perfection, purity and spirituality. In some parts of the world, white represents death and mourning; in others it is associated with angels, good health and time. Inspiration may be found in sheer simplicity, sculptural boldness, intricate detail or experimenting with layers, light and shadow, proportion or scale. There are no shades of pure white because the colour is the combination of all colours.

[View the inspiration video here.](#)

6. 2019 Prizes

The World of WearableArt Awards Show brings artists and designers together to compete for a prize pool totalling more than NZD 187,500. An example of the coveted prizes available are listed below.

Section Prizes

Each section has NZD\$10,500 worth of prize money:

- First Place Winner NZD\$6,000*
- Second Place Winner NZD\$3,00
- Third Place Winner NZD\$1,500

Supreme WOW Award

The most prestigious award of all; given to the entry that the judges consider to be the most exceptional overall.

- Winner receives NZD 30,000
- Runner-up receives NZD 15,000

Dame Suzie Moncrieff Award

Chosen by WOW Founder, Dame Suzie Moncrieff, as the garment that epitomises the WOW spirit.

- Winner receives NZD 6,000

Weta Workshop Emerging Designer Award

Weta Workshop is a five-time Academy Award®-winning conceptual design and physical effects manufacturing facility that services the world's creative industries. The winner is chosen by Sir Richard Taylor, CEO and co-founder of Weta Workshop.

- Winner receives NZD 6,000 + four-week internship at Weta Workshop, including flights from anywhere in the world to and from New Zealand plus accommodation in Wellington for up to four weeks.

Cirque du Soleil Invited Artisan Award

Chosen by a judge from Cirque du Soleil, this award is presented to an established designer whose entry demonstrates outstanding use of new techniques or technologies.

- The winner receives NZD 5,000 and will undertake a four-week residency at Cirque du Soleil in Montreal, Canada. Flights from anywhere in the world and accommodation are included.

The Residency Experience Award

The winner of this Award is chosen by revolutionary fashion activist, stylist and costume designer, B. Akerlund. This award is presented to a designer whose entry exemplifies exceptional cutting-edge design.

- The winner receives NZD 5,000 and the opportunity to show up to five pieces of their work at the exclusive Residency Experience showroom in Los Angeles for a three-month period, during which time their work will be given exposure through the Residency social channels.
- The winner will also receive a travel prize of NZD 2,500 to enable them to visit the Residency showroom in LA.

Feature quote

“Athletes have the Olympics, actors have the Oscars, musicians have the Grammys, designers and costume creators have WOW!” - *Bob Haven, Professor in Costume Technology, Kentucky University, 2007 WOW Designer*

“(WOW®) is a benchmark event that has set the highest standards, while being accessible to artists all over the world.” *Sir Richard Taylor, Weta Workshop. Five-time academy award-winner for best costume design and visual effects – Lord of the Rings*

7. Quotes about WOW®

“WOW, in every sense. Just attended one of the great evenings of my life. Kiwis should be so proud. Simply fantastic.” - *Stephen Fry*

“WOW® embodies so much of what makes this country prosperous. It is locally grown and unique to New Zealand, it encourages innovative and bold thinking and design. It provides work for hundreds of locals and it attracts international participation and attention.” - *Sean Plunket (Journalist)*

“If Europe starts to feel tired, editors and co. can all head south for a fresh spectacle that's guaranteed to please.” *Huffington Post*

What you are rewarded with is amazing, you get to see your garment on stage interacting in a world only seen in your wildest dreams. I have always said if you can dream it up and you can see what you want to create in your mind, it is only a matter of working out how to recreate your idea into reality and most of the time the hardest part is actually just to start!

Kayla Christensen, WOW Designer (2018 Second Aotearoa Section)

Educational quotes:

“Eat your heart out John Galliano, Hussein Chalayan, Thierry Mugler, Vivienne Westwood and John Paul Gaultier” *Gladys Perint Palmer, Executive Director of Fashion, Academy of Art University in San Francisco, 2007 International Judge*

“The creative and magical work of the artists involved in WOW® has given all at Weta wonderful inspiration and supplied us with some of our most amazing technicians.” – *Richard Taylor, CEO & co-founder of Weta Workshop*

8. WOW® Brand Guidelines

Common Rules

- WearableArt™ is **one** word
- There is no ‘s’ on Art
- WOW – To be used as an abbreviation for World of WearableArt
- The ™ symbol follows WearableArt
- The ® symbol follows WOW®

We are always World of WearableArt Awards Show (preferred) or WOW Awards Show. Where possible, please use the full brand name and don't look to use WOW out of context of our brand name ie 'WOW me', 'be WOW'd'.

Asset Usage & Exhibition Promotion

If you request to use our World of WearableArt™ Awards Show logo and/or a World of WearableArt™ image to promote the International Touring Exhibition, please note:

- The logo must be displayed in black or white only (e.g. please do not change to silver, red, patterned etc).
- The entire logo must be displayed (e.g. do not remove text reference under the WOW®).

- Images must only be used for the promotion of Exhibition
- Credit to the New Zealand Government is to be included as: World of WearableArt International Touring Exhibition is presented in partnership with the New Zealand government.

Should you wish to use our logo for any communication material, you must seek additional approval.

Email media@worldofwearableart.com.

Image/Garment Crediting

A piece designed by a WOW Designer is referred to as a 'garment' or 'work of wearable art' if talking generically. Performance wear for characters/actors/dancers within the WOW Awards Show are referred to as 'costumes'.

We always maintain the integrity of the designers and their garments. Please refrain from manipulating garment imagery, including cropping or any editing to supplied images and assets. The IP of the garment rests with the designer. Garment credits are therefore required to accompany all imagery and must be spelt correctly as supplied. Any exceptions to the above must be discussed with World of WearableArt.

- The full garment/image credit, as specified above, is to be visible on all artwork. If artwork doesn't permit, the credit needs to appear within the copy that accompanies the image.
- World of WearableArt assets may not be passed on to a third party, except to your graphic designer for the purpose of creating artwork.
- The assets provided are not to be used in any way that could adversely affect the reputation and goodwill of WOW.
- No text, logos and/or additional graphics may be added to a WOW asset.
- Images must be credited in print and online in the following way;

The Isobra, Janice Elliott, New Zealand
Photo credit: World of WearableArt™ Ltd

This credits the garment name, designer name and origin.

WOW® appreciates the opportunity to sign off on the artwork before it is finalized. All artwork created using supplied images must be signed off by WOW prior to printing or electronic distribution. Please email media@worldofwearableart.com

9. WOW® Channels

To find out more about World of WearableArt™, visit:

Website: <http://worldofwearableart.com/>

Facebook: <https://www.facebook.com/WorldofWearableArt>

Instagram: <http://instagram.com/WorldofWearableArt>

Pinterest: <http://www.pinterest.com/WorldofWearableArt>