

BRANCOTT™
ESTATE

WOW®

WORLD OF WEARABLEART
AWARDS SHOW



2012 WOW® Entry Kit

The guide to enter
the *Brancott Estate*
WOW® Awards

In association with:



100% PURE
newzealand.com

Strategic Partner:





YOU DON'T BRING ME FLOWERS, Catherine Anderton, Wellington
An example for the American Express Open Section



A World of WearableArt™ Invitation

This Entry Kit aims to inspire you to enter the 2012 *Brancott Estate* WOW® Awards Competition and provide you with the tools and resources you need to enter online.

As Competition Director, I hope the process of making your garment is a creative journey that is enjoyable and as exciting as possible.

In addition to this Entry Kit, check out the designers' section of the WOW® website. This includes the most up-to-date designer information and our online entry process. It also has a forum where designers can discuss their ideas and post questions. I check this forum regularly and am happy to answer questions.

We also love to hear from designers through our Facebook page and Twitter. This is a great way for us to stay connected with designers and is a good way for you to keep up to date with WOW® news throughout the year.

Along with WOW® Founder Suzie Moncrieff, I am delighted to announce our new exhibition 'Off The Wall: World of WearableArt™ Up Close'.

This will be touring New Zealand museums for 82 weeks, opening at the Canterbury Museum in December 2011.

Sir Richard Taylor of WETA Workshop and Suzie Moncrieff have selected the exhibition of historic garments to represent the creativity, diversity and uniqueness of WearableArt™ as an art form.

As a precursor to this exhibition, a smaller exhibition of eight iconic New Zealand garments will be displayed in eight regions as part of the 2011 Real New Zealand Festival surrounding the Rugby World Cup. This exhibition is called 'WOW® Icons On Tour' and runs for two months in September and October 2011. The touring exhibitions are another way to profile designers' incredible works of WearableArt™.

We are excited to announce an increase in the prize pool for 2012, which will now be close to NZ\$150,000 spread over 35 prizes.

We have also introduced 'Honourable Mentions' on Awards Night. This recognition is reserved for situations where the standard of entries in a section is exceptionally high and the judges have had difficulty in selecting the top three awards.

I wish you all the best with entering the 2012 *Brancott Estate* WOW® Awards Show. For inspiration, I suggest you purchase a copy of our newly released book 'Off The Wall' co-published by WOW® and Craig Potton Publishing.

Warmest regards,



Heather Palmer
Competition Director

Phone: +64 3 547 0861

Email: heather@worldofwearableart.com



To purchase please visit:
worldofwearableart.com/wowshop

Cover Image:
THE GREATEST SHOW, Sophie Littin, Wellington
An example for the Tourism NZ Avant Garde Section

Designers' Forum: worldofwearableart.com/designers/forum

Facebook: facebook.com/WorldofWearableArt

Twitter: twitter.com/WOWdesigners

For advice and help with registering online or freighting your garment, please contact our Wardrobe Manager, Ingrid Peek. ingrid@worldofwearableart.com or +64 3 547 0864

•
“There are no expectations of what you
should create when entering WOW®
only the aim of personal growth and
the abilities of your own imagination”
Rodney Leong, 2006 Supreme Award Winner
•



THE PURPOSE, Kolia Co, Auckland
Winner 2007 Student Design Award
Example for the American Express Open Section
Photographer: Rohit Chawla

The World of WearableArt™

“WearableArt™ is a unique and compelling way to showcase New Zealand as a country of creativity that is rich in culture” Suzie Moncrieff, WOW® Founder

The *Brancott Estate* WOW® Awards Show is:

- A two hour spectacular show that takes art off the wall, on to the body and across the stage
- A surreal procession of art and creativity, dreams and fantasies
- An integration of every facet of performance and entertainment: music, dance, drama and comedy
- A world class event that showcases quintessentially kiwi creativity through breathtaking choreography with sophisticated lighting and stage technology
- Accessible to all with no narration and no explanation required
- The biggest and most creative WearableArt™ show in the world

Today WOW® is:

- In its third decade
- Proud to produce a completely fresh 'audience & designer experience' every year
- The most creative event on the international design, fashion and costume calendar
- The 'must see' show for close to 50,000 people every year who come to Wellington, the creative capital of New Zealand
- A global phenomenon with entries from the USA, UK, Australia, India, Thailand, Germany, Sweden, The Netherlands, Israel, Fiji, Canada and New Zealand
- A demanding and unpredictable production with a cast and crew of more than 400

WOW® Designers provide:

- More than 300 entries every year
- Around 170 finalists are selected to showcase their work
- Representatives from every creative field including film, fashion, photography, craft, design, sculpting, drama and the art worlds as well as those who may not work in a creative field. This non-elitist approach ensures new artists from all walks of life participate every year

WOW® offers:

- One of the most prestigious art and fashion competitions in the world
- Close to NZ\$150,000 in prize money
- Thirty-five different awards
- The chance to have your garment shine on stage and be exhibited amongst the world's best
- Scholarships with international art academies and institutions

Showcase your creative talent!

Benefits of entering WOW®

- Prize pool close to NZ\$150,000
- A total of 35 prizes.
- Tickets - Each finalist designer/team receives one FREE ticket (design teams are a maximum of three designers).
- Marketing your creativity - WOW® manages an extensive media programme and produces a range of marketing collateral (like this kit) providing promotional opportunities for designers.
- International Stage - Be part of an international showcase.
- Audiences - Finalist garments will be viewed by almost 50,000 people.
- Exhibition - An opportunity for your garment to be exhibited at the World of WearableArt™ and Classic Cars Museum in Nelson and in touring exhibitions.
- Freighting - Mainfreight supports designers from New Zealand, Australia, USA, Hong Kong, China and the UK (*Conditions/restrictions apply*).
- Functions - A celebratory designer after show function on Awards night and a Judges' Forum the following day.
- WearableArt™ Community - Designers can choose to be part of the WOW® designer online forum, Facebook and Twitter, helping to connect designers from all around New Zealand and the globe.

Sections

Tourism New Zealand Avant Garde Section

Where art and fashion collide! Create a wearable work of art that is revolutionary, extravagant and extrovert but still stylish and made with skill. Be driven by dreams and fantasies, not commercial reality or the usual restrictions of fashion.

American Express Open Section

This section has no thematic boundaries and gives the designer complete freedom in concept, construction and materials. This section encourages a high degree of originality and innovation.

Bizarre Bra® Section

Though normally hidden, the bra has shown itself in past *Brancott Estate* WOW® Awards to have enormous potential for highly creative and witty reinvention. Garments must be a bra only and not include accessories. Entry must be a bra that fits the breast, not a bustier.



4 MU LAN GUAN WAI, Feixia Zha, China



LUCID EPIPHANY, Sean Purucker, USA



PRICKLY HEAT, Wendy Moyer, Mexico

Children's Section Theme: 'Conceal & Reveal'

Create a garment that transforms with an element of surprise.



PUDDOCKY, Annemiek Weterings, Wellington
The frog transforms to reveal a princess

Air New Zealand South Pacific Section

Gather inspiration from New Zealand's rich Maori culture or other cultures of our South Pacific neighbours. Celebrate what it is like to live in New Zealand and the South Pacific – the sea, beach, flora, fauna, birds, insects and the wide and wonderful personalities of our unique cultures.



MANA UHA, Olivia Hall, Nelson

Gen-i Creative Excellence Section Theme: 'Visual Symphony'

Design a work of art that makes sound & will be choreographed to a music score composed especially for this section. Each garment will have its moment within the music score on the stage which will be microphoned to amplify the garments sound, e.g. the garment becomes an instrument/sound within the music composition creating an interesting soundscape.

CentrePort Illumination Illusion® Section

This section has no thematic boundaries giving the designer complete freedom of concept. Create a work of art in another dimension that glows under ultra violet light. UV garments must be worn on the body and not just handheld.

Each section has NZ\$9,700 worth of prize money.*

Award Winner NZ\$6,000, Runner Up NZ\$2,500, Commended NZ\$1,200

With the exception of Bizarre Bra®: Winner \$4,000, Runner Up \$1,500, Commended \$750

**Denotes acquisition prize, see page 8.*



PSYCHEDELIC THUNDER, Sam Laidlaw, Nelson
The garment headpiece creates a unique sound as the model moves on stage

Special Awards & Prizes

Section Prizes

Each section has NZ\$9,700 worth of prize money: Section Winner NZ\$6,000*, Runner Up NZ\$2,500, Commended NZ\$1,200

Excludes the Bizarre Bra® Section: Winner NZ\$4,000, Runner Up NZ\$1,500, Commended \$750

In addition, all selected garments are eligible for the Supreme Award and Special Awards.

Supreme Awards

Brancott Estate Supreme

WOW® Award:

Awarded to the designer with the garment considered by the judges to be the most exceptional overall. Award Winner receives NZ\$12,500* plus American Express international travel valued at NZ\$10,000 and a trophy valued at \$6,000.

Runner Up to the Supreme

WOW® Award:

Prize: NZ\$6,000*

Special Awards

WOW® Factor Award:

Chosen by Suzie Moncrieff as the most innovative garment with the 'WOW®' Factor.

Winner: NZ \$5,000*, Runner Up: NZ \$1,000

Shell Sustainability Award:

This award is for the designer who is concerned about protecting the environment and uses materials that would otherwise be discarded. At least 85% of the garment must be made from recycled materials.

Winner: NZ\$5,000*, Runner Up: NZ\$1,000

Booker Spalding First Time Entrant Award:

Recognising creativity and innovation in an entry submitted by a first time entrant.

Winner: NZ \$5,000*, Runner Up: NZ \$1,000

Shell Student Innovation Award:

Open to all national and international tertiary students.

Award Winner: NZ\$5,000*, Runner Up: NZ\$1,000

WETA Award:

Chosen by Sir Richard Taylor of WETA Workshop, this is awarded to the garment that best crosses the boundaries of film and WearableArt™.

Winner: \$5,000*, Runner Up: \$1,000

Wellington International Award:

Acknowledging the creativity and excellence of international designers, this award goes to the best international entry. The winning designer also receives a prize to travel to New Zealand when their next entry is selected for the Awards.**

Winner: \$5,000*, Runner Up: \$1,000

**conditions apply – see website for more details.

The Dominion Post People's Choice Award:

During the WOW® season the audience has the chance to vote for its favourite garment. This Award is announced in the week following the final performance.

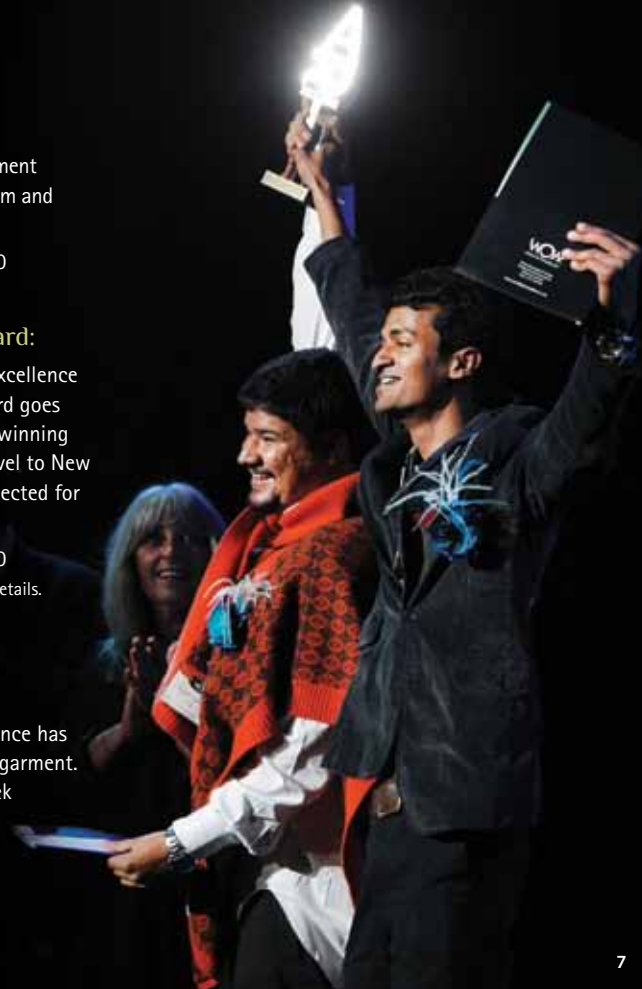
Prize: NZ\$1,000

* Denotes an acquisition prize – see page 8.

Mainfreight Packing Award:

Chosen by the WOW® Wardrobe Team, the designer would have thought about minimising space & freighting costs, storage backstage, repeated transportation of the garment and keeping the garment safe and secure whilst maintaining its 'WOW® factor' on stage. Consider whether the garment can be deconstructed in any way for packing and easily reassembled to achieve the above.

Prize: NZ\$1,000 (Announced after 1st judging.)



Terms and Conditions of Entry

Original Concept

The garment must be an original concept designed and created by the designer/s. Contact Competition Director Heather Palmer should you wish to discuss the originality of your concept. Email: heather@worldofwearableart.com

Copyright Guidelines

Please note that designers are responsible for ensuring their entry complies with copyright guidelines* and that it does not infringe another person's intellectual property rights. WOW® Ltd reserves the right to disqualify any entry which does not, in WOW®'s opinion, conform to the guidelines or which infringes another person's intellectual property.

*See worldofwearableart.com/designers for the full copyright guidelines.

Media Coverage prior to the Awards Night

Entries that have been accepted in any other competition in New Zealand or have appeared in any media print publications or online in New Zealand will not be accepted. The only exception is for tertiary students who have exhibited their garment as part of their curriculum. These students may be eligible to enter but need to apply to WOW®. Once accepted to appear in the show, images of garments cannot then appear in media or online/on the internet before Awards Night.

Insurance

It is the designer's responsibility to insure their property from the time of its dispatch through to its ultimate return.

Garment Retention

WOW® reserves the right to:

- Retain selected garments for up to 12 months following the Awards for activities that relate to the promotion of WOW® or The World of WearableArt™ & Classic Cars Museum. 2012 finalist garments not retained for

the above use will be returned to the designer by 31 December 2012.

- Take photographs of garments and to publish these, with acknowledgment wherever possible, in publications that relate to WOW® or its sponsors.
- All film, broadcasting, internet and any related rights, which it may at its discretion elect to use for publicity or any other purpose.
- Have first option to purchase any entry for inclusion in the historic collection.
- Upon payment of acquisition prize money, WOW® may elect to retain ownership of winning garments of the following awards: Supreme, Runner Up to Supreme, Shell Sustainability, Wellington International, Shell Student Innovation, WOW® Factor, WETA, Booker Spalding First Time Entrant Award and all section winners.

Entry Details

Entry fee per entry: \$45*

- Pay your \$45 entry fee online with credit card, or send payment to WOW® Ltd with your designer number. An entry is only valid if payment is received by 2 April 2012.
- Entry fees are non refundable and non transferable.
- An entry is defined as a garment that can be worn by 1-3 models in a section and made by a designer or design team.
- A design team is any entry made by a group with a maximum of three designers.

* Tertiary students receive a discount of \$5. Overseas entrants please refer to the supplementary 'International Insert' for more information on entering an international garment.

Entry names and branding:

Designers must enter under their own names. Collective and business names cannot be used. No company names, branding or logos can be incorporated into a design.



Garment Requirements

- You must provide **every item** that you wish your model to wear (excludes Bizarre Bra®) e.g. if entering a skirt, there must also be an accompanying top. Consider whether you need to provide specific undergarments e.g. nude boob tube, specialist pantyhose and spares, boy-leg shorts.
- No **perishable materials** are to be used e.g. animal and plant products or food (unless properly treated).
- Your entry cannot require **stilts**.
- **Loops on skirts/bodices** make hanging and storage easier. If a particular hanger is required, please supply it.
- **Try your garment on**, that way you will know if it is too heavy, unbalanced, uncomfortable or will not hold together. Identify movement 'stress points' and reinforce these areas.
- **Garments must be able to withstand transportation**, choreography, being worn at least 19 times and potential display and inclusion in the historic WOW® collection.
- **Garment weight** must be evenly distributed over the body.
- **Hats must be fitted** and well balanced, a strap under the chin may be appropriate.
- The garment must be **safe to wear** with no sharp or scratchy surfaces. Ensure any electrical wiring is safe and simple to operate in New Zealand.
- **Models must be able to see clearly** while wearing the garment.
- **Avoid using** cardboard, paper, hot glue, staples, sticky backed velcro and tape. If you are using fragile materials, work out how you can reinforce them.
- **Avoid invisible zips** as these are delicate and break easily.
- Lacing of garments must withstand **quick changes** (suggest elastic or Velcro instead).
- There must be a **fabric label** on the inside of your entry (including accessories) which includes your name and the title of your garment. WOW® cannot take responsibility for unlabelled work.
- Provide **clear instructions** for wearing the garment (use the dressing instructions template available online) an

inventory of pieces, clear photos of the front and back of the finished garment worn on a model.

- Enclose a small **repair kit** with spare materials, parts and pantyhose relevant to your garment e.g. matching paint or fabric. This may not be returned.
- **Do not use** special makeup, nail polish or pierced earrings.

Size Restrictions

Garments must be made to fit the following model sizes:

Female	Male
Height 170cm-180cm	Height 180cm-190cm
Bust 86cm-96cm	Chest 94cm-104cm
Waist 62cm-70cm	Hips 86cm-98cm (low waist)
Hips 88cm-100cm	
Bra Size 12B	

Average Shoe Sizes

Female	Male
NZ/US 8.5-9.5	NZ/US 10-12
EUR 39-41	EUR 44-46.5

Children

Garments created for children must be entered in the Children's Section only. Garments must fit children aged between 9 and 13 years.

Height/Width Restrictions

Garments must be:

- Less than 1½ metres wide at floor level (to allow entry and exit to stage).
- Less than 3 metres in height or length.
- Able to enter and exit the stage via a 45 degree ramp.

Contact us if you have any problems with entering online
Ingrid Peek, Wardrobe Manager
on +64 3 547 0864 or ingrid@worldofwearableart.com



Judges' Design Tips

Judging Process

A panel of judges including WOW® Founder Suzie Moncrieff evaluates the garments based on their originality, creativity, innovation and construction.

The judges follow a blind judging process, which means they are only told a garment's name and inspiration, not the designer's name. This ensures that everyone has an equal opportunity.

- **First Judging**
July 7/8 in Nelson, finalists and the Mainfreight Packing Award decided. Check your email and online from 17 July.
- **Second Judging**
Early September at the practice venue in Wellington (choreographed to music on stage)
- **Third and Final Judging**
Preview Show – 26 September
- **Awards Night**
Awards announced – Friday 28 September

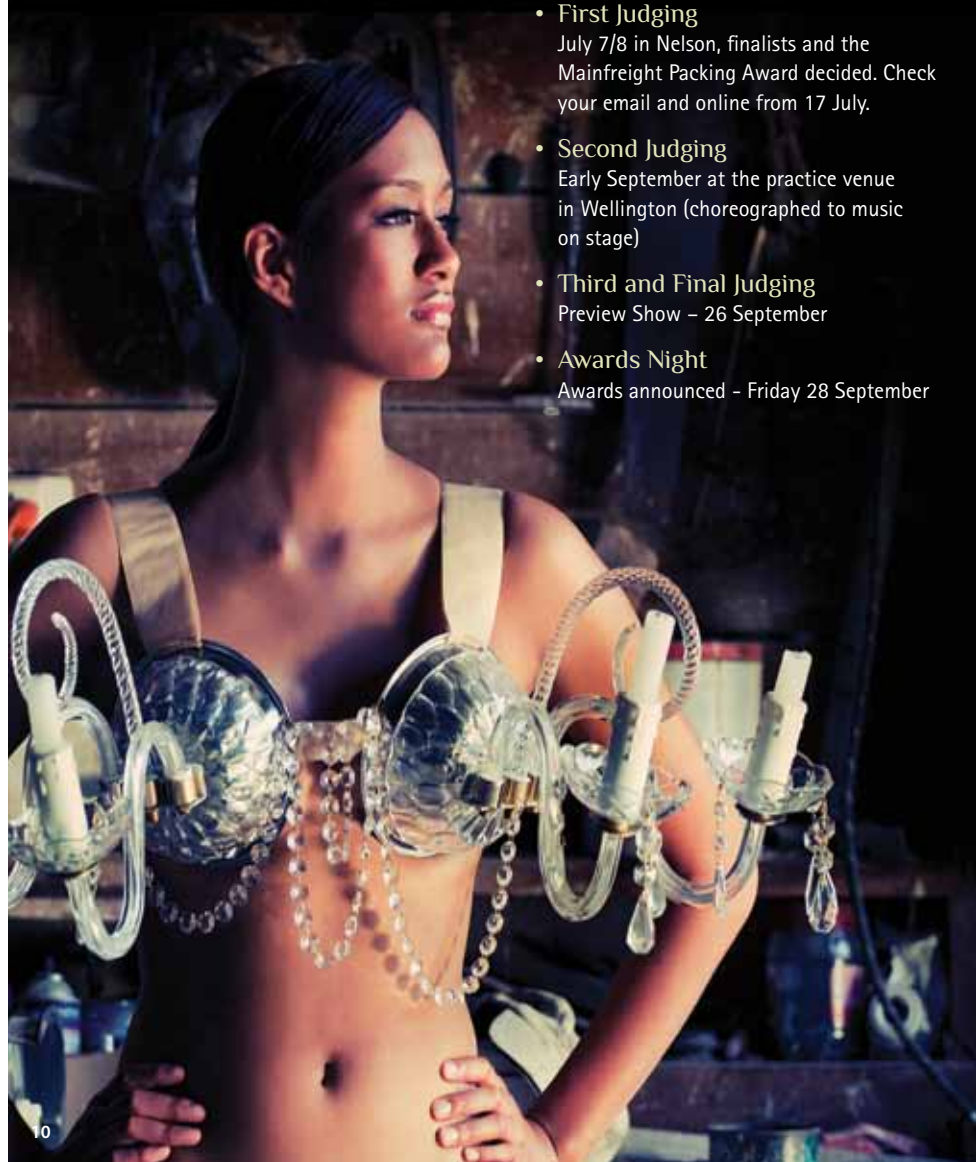
Judges retain the right to move garments to different sections and recommend accessory additions and/or deletions. The judges' decision is final and no communication will be entered into.

The Dominion Post People's Choice Award is chosen by the audience/people who vote.

The Mainfreight Packing Award is chosen by the Wardrobe team at WOW®.

Some tips from past judges on elements they were looking for:

- The 'WOW® Factor' – is there something that makes the garment stand out from the rest?
- Performance Art – think of the garment as a performance piece and how it will move and appear on stage.
- Exhibition – a garment may be displayed in the World of WearableArt™ & Classic Cars Museum, therefore thought needs to go into its static exhibition and the requirement to withstand close scrutiny over a long period of time.
- Think 'work of art' – WOW® is not 'fancy dress' – a fresh new idea, simply constructed, is often better than an over embellished, old idea. Less is often more. Big garments are not always the best.
- Be innovative – try using materials that you have manipulated or transformed rather than just using commercially available fabric.
- WOW® takes "art off the wall and adorns the moving body" so try to make your garment integral to the human form.
- Your garment should look as good from the back as it does from the front.



CRYSTAL CANDELA BRA, Violet Oliver, Auckland
An example for the Bizarre Bra® Section
Photographer: Rohit Chawla

Freighting your garment

Designers are responsible for the costs of freighting their garment to and from the World of WearableArt™ in Nelson. There are three recommended ways to achieve this:

- Utilising our fantastic freighting sponsorship with Mainfreight Ltd (*see below*)
- Hand delivering your garment to the Wardrobe team in Nelson and collecting from there when it is ready to be returned
- Using alternative freighting, courier or postal companies from your own city or country. We will then return the garment to you using the most cost effective method WOW® can find, at your cost. We will contact you in advance to arrange this.



Designers' Freight Sponsor

Mainfreight Limited supports designers by freighting their garments to World of WearableArt™ in Nelson FREE of charge from Auckland, Wellington, Christchurch and Dunedin. In addition, Mainfreight offers a 20% discount off the standard cost to freight garments from other depots in New Zealand to the four cities above. There are 28 depots around New Zealand, see mainfreight.co.nz.

New Zealand Depot Drop Off Dates:

Main Centres: 22 May – 5 June.

Provincial: 21 May – 25 May

Please note: This offer is not available outside of the specified dates.

In addition to the above, designers from Australia, USA, Hong Kong, China and the UK may also be eligible for freighting support from Mainfreight.

See the supplementary International Insert and worldofwearableart.com/freighting

MAGPIE, Mandi Kingsbury, Dubai

An example for the Gen-i Creative Excellence Visual Symphony Section

The metal materials used in Magpie chimed together to create music on stage.

Packaging your garment

Conditions:

Designers are responsible for packaging garments securely as if the garments were being couriered individually.

Boxes must be labelled on the outside with the WOW® Shipping Label that is created as part of your online entry form. Your garment might not be returned in the same box.

Unselected 2012 entries will be delivered to the designer's nearest Mainfreight depot by 31 October 2012 and the designer will be advised of the relevant details for collection. It is the designers responsibility to collect their garment from the Mainfreight depot. Unselected works not collected by 31 December 2012 will become the property of WOW® Ltd or may be recycled.

Packaging Tips:

- Before you start, consider how you will package and freight your garment and how it may be hung or stored backstage.
- Garments that can be easily separated into their component parts are simpler to store. The firmer you can pack your garment, the better.
- You may also be able to collapse your garment to fit in a smaller box or even pack it in more than one box. Mark boxes with 'top stow'.
- Do not send in heavy packaging, eg. wardrobes or oversized wooden boxes.
- Pack carefully and cleverly and be eligible for the Mainfreight Packing Award!
See page 7 for more details.

See worldofwearableart.com/freighting for full packaging & freighting information.



Ready to Enter

Go to worldofwearableart.com from 1 December 2011 and follow the steps below.

New Zealand Designers only. INTERNATIONAL DESIGNERS please refer to the International Insert.

Step One:	Step Two:	Step Three:
<p>Entry Form A 'EFA' Opens 1 December 2011 Closes 2 April 2012</p> <p style="text-align: center;">↓</p>	<p>Preselection: Compulsory for: Students and international designers Optional for: Everyone else Closes 14 May (NZ designers)</p> <p style="text-align: center;">↓</p>	<p>Entry Form B 'EFB' Opens 1 March Garments due in Nelson: 15 June (Freighted garments) 17 June (Hand delivered garments)</p> <p style="text-align: center;">↓</p>
<p>Go to Designers' page worldofwearableart.com New designers: click 'Enter Now' and register your details Returning designers: use existing login & password</p> <p style="text-align: center;">↓</p>	<p>Login & select 'Optional' Pre-selection Upload photos and the inspiration of your completed garment</p> <p style="text-align: center;">↓</p>	<p>Login and select 'EFB' Compulsory: Upload digital photos and the inspiration of your completed garment</p> <p style="text-align: center;">↓</p>
<p>Complete EFA. Pay the non-refundable \$45* per entry fee *Tertiary students \$40</p> <p style="text-align: center;">↓</p>	<p>Check your emails (Friday 18 May) to find out if you should send your garment to Nelson for judging</p> <p style="text-align: center;">↓</p>	<p>Print the Shipping Label to attach to your packaged garment Accept and print the terms and conditions page of EFB and sign it</p> <p style="text-align: center;">↓</p>
<p>Mark the Mainfreight depot drop-off dates on your calendar Main Centres: 22 May - 5 June Provincial: 21 May - 25 May</p> <p style="text-align: center;">↓</p>	<p>Note: Pre-selection of your garment is not a guarantee that you will be selected by the judges in July as a finalist</p> <p style="text-align: center;">↓</p>	<p>Enclose photos, dressing instructions, a list of components and signed terms and conditions page with your garment</p> <p style="text-align: center;">↓</p>
<p>Make your garment, prepare dressing instructions and take photos of your completed garment Images must be clear, full length, worn on a model and show both the front and back of the garment</p>	<p>The judges' decision is final and no correspondence will be entered into</p>	<p>Freight garment to WOW® in Nelson Check your emails for confirmation that we have received your garment</p>

Contact us if you have any problems with entering online: Ingrid Peek, Wardrobe Manager: +64 3 547 0864 or email ingrid@worldofwearableart.com

Foreground: PSYCHEDELIC SYMPHONY, Janice Elliott, Christchurch

Background: BETTY & THE MISBEHAVING BEES, Emma Jane Highfield & Steven Shalfoon, North Shore City

Examples for the CenterPort Illumination Illusion® Section

Entry Checklist

Entry Form A completed online and Entry Fee paid
Pre-selection (if required)
Entry Form B completed online, accepted the terms and conditions of entry and shipping label printed and attached to your garment
Insurance arranged
Every component of your entry is labelled with your name and the title of your garment
Step by step dressing instructions and full colour photograph of the front and back of the garment worn correctly enclosed
List of total pieces enclosed
Optional repair kit enclosed
Packaging organised and addressed to: Entry WOW®, 95 Quarantine Road, Annesbrook, Nelson 7011, New Zealand
NB: If delivering with Mainfreight, mark your box with 'Top Stow'.

Designer Tickets

WOW® reserves a block of the best seats in the house on Awards Night (Friday 28 September) for 2012 designers.

WOW® highly recommends that designers attend Awards Night.

You will be sent an online link for the ticket booking form with your judging results email.

Finalists

Each designer/design team is entitled to one FREE ticket as well as the opportunity to purchase up to three additional adjacent seats in the designer seating area.

Unselected Designers

You can purchase up to two tickets in the designer seating area.

Preview Show Tickets

26 September 2012

WOW® offers all 2012 designers the opportunity to purchase up to two tickets to the Preview Show for personal use. Tickets are \$45 and can be purchased online when you purchase your Awards night tickets.

You can request additional tickets when making your order and WOW® will do its best to fulfill that request, however these tickets are limited.

You can order general audience tickets online from 1 February 2012. *(Please note a \$25 booking fee applies from 1 February - 14 March 2012)*

2012 Calendar



1 DECEMBER 2011 Entry Form A open online
1 FEBRUARY 2012 Preferential sales period for tickets
FEBRUARY/MARCH Designer Meet and Greet Functions <i>*See WOW® forum for more detail</i>
15 MARCH General ticket sales period opens
2 APRIL Entry Fee and Entry Form A due International Pre-selection closes
9 APRIL International entrants advised if selected for judging.
14 MAY NZ 'Optional' Pre-selection closes
18 MAY NZ entrants advised if selected for judging
15 JUNE Couriered/postal entries and Entry Form B due
17 JUNE Hand delivered garments and Entry Form B due at WOW® Nelson (Between 1 - 5pm)
7/8 JULY Judging
16 JULY Judging results mailed
17 JULY Judging results emailed and online
26 SEPTEMBER Preview Show, TSB Bank Arena, Wellington, NZ
28 SEPTEMBER Official Brancott Estate WOW® Awards announced
27 SEPTEMBER - 13 OCTOBER Brancott Estate WOW® Awards Show
29 SEPTEMBER Judges' Forum
LATE NOVEMBER Garments not retained for exhibition are returned
1 DECEMBER Entries open for 2013 show

JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

MARCH

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

OCTOBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

S	M	T	W	T	F	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Enter online 1 Dec - 2 April
Garments due 15 June

worldofwearableart.com

SECOND SKIN, Hayley May & Fiona Christie, Wellington
An example for the American Express Open Section

Cut out this page
for your fridge or
notice board



Off the Wall

WORLD OF WEARABLEART™ UP CLOSE

TOURING NEW ZEALAND

Celebrating a collection of iconic WearableArt™ garments & their unique stories in a compelling showcase of creativity.

Opening
Canterbury Museum
December 2011

Don't miss out, limited
season at each venue.

FOR TOURING DATES AND
A VENUE NEAR YOU VISIT
worldofwearableart.com

PRESENTED BY

WOW
WORLD OF WEARABLEART

MAJOR PARTNERS

MAINFREIGHT
INTERNATIONAL LTD



SECOND SKIN
Hayley May & Fiona
Christie, Wellington



WOW ICONS ON TOUR

8 GARMENTS, 8 ARTWORKS, 8 REGIONS

CELEBRATING ICONIC WEARABLEART™
ALONGSIDE SELECTED NEW ZEALAND ARTWORKS

01 September – 31 October
worldofwearableart.com



Garment: **Huia**, Andrea Clinton. Painting: **Huia & Egg**, Silly Burton

REAL
NEW ZEALAND FESTIVAL

PRESENTED BY

WOW
WORLD OF WEARABLEART



•
"The World of WearableArt™ plays a pivotal role in the creative education and inspiration of New Zealanders. It is a benchmark event that has set the highest of standards while being accessible to artists all over the world."

Richard Taylor, WETA Workshop

•

World of WearableArt™,
PO Box 9037,
95 Quarantine Road, Annesbrook,
Nelson 7011, New Zealand
Ph: (+64 3) 547 0861 or
Fax: (+64 3) 547 0324
worldofwearableart.com

Created and staged by World of
WearableArt™ Limited ©All rights
reserved; No reproduction permitted.

HYLONOME, Mary Wing To, UK
An example for the American Express
Avant Garde Section