

Craig Potton Publishing and World of WearableArt is delighted to announce the release of the 2009 edition of *The World of WearableArt*.

The Montana World of WearableArt Awards Show is an annual competition and award event that explores the intersection between fashion and art. One of the most interesting cultural phenomena in New Zealand, this spectacular show draws an annual audience in Wellington of around 40,000 people, and has encouraged an explosion of creative activity, inspiring a wide range of fashion designers, artists and costume makers from all over the world to participate.

The World of WearableArt is an inspirational and truly original visual design source book. With revised photographic content, the thematic range is impressive, with a dizzying amalgam of ideas and influences, including metamorphism, concepts around entrapment and blindness, pacifica, fantasy and flight. The release of the 2009 edition has been timed to coincide with the 2009 Montana World of WearableArt Awards Show.

The World of WearableArt is an essential title for anyone with an interest in fashion and design. The book will be available to purchase from all good bookstores from Monday 14 September and at the Montana World of WearableArt Awards Show performances.



NOTE TO EDITOR Complimentary copies of the book are available as reader giveaways for publications running a feature article.

WOW
WORLD OF WEARABLEART



'Bathing Beauty' Amy Whiting

For more information, or for complimentary 'reader giveaways', please contact Emma Radcliffe, Head of Sales and Marketing: Tel: 03 548 9009 Mob: 021 548 355
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