



For Immediate Release

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## MONTANA WOW® AWARDS BRIDGES FOUR DECADES AS 2010 FINALISTS TAKE THEIR PLACES IN SHOW

The road to the 2010 Montana World of WearableArt™ Awards is packed with artisans and designers touting their creations as the world's largest and most creative display of wearable art enters its fourth decade.

Since the inaugural event in 1987, WOW® has spanned the 80s and 90s, and now in the eleventh year of the new millennium WOW® entrants continue to spin innovative and incredible designs out of a myriad of elements and ingredients.

The 2010 judging panel is well versed in handling such elements, and has completed the first round of judging.

Joining WOW® founder Suzie Moncrieff on the panel is Christchurch sculptor Phil Price, whose Zephyrometer and Protoplasm kinetic artworks come alive in Wellington's wind, and fashion designer Doris de Pont who is synonymous with the New Zealand fashion scene.

With both of the new judges accustomed to balancing a blend of material and movement, Moncrieff was in good company to select the final costumes which will come alive on the WOW® stage in September.

"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 approximately 190 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.

The finalists include a strong showing from the USA and India, as well as entries from the UK, Germany, the Netherlands and Sri Lanka to name a few of the countries that will vie for the Wellington International Award.

Joining the main judging panel in September for this award will be New Zealander Mark D'Arcy as the International Guest Judge, who will be hosted to and around New Zealand from his adopted hometown of New York by Air New Zealand and Tourism New Zealand.

D'Arcy is one of New Zealand's most successful creative exports and was named President of Time Warner Global Media Group and Senior Vice President, Time Warner in 2009.

The creative captain of Wellington's movie industry Oscar-award winning Richard Taylor will again join the judges' table to award the annual WETA Award for the best garment linking the silver screen and WearableArt™.

The 2010 Montana WOW® Awards includes seven sections with new inspirations stretching from the heights of the big top to deep within the pages of books.

As well as the unbridled creativity in the annual American Express Open Section and Oceania focus of Air New Zealand's South Pacific Section, the Bizarre Bra Section returns with a collection of entrants wrapping incredible designs around chests and breasts.

A veritable library-full of entries have been selected for "The Magic of Books" Children's Section, with child-sized creations inspired as much by the form of books as by their contents and characters.

Tourism New Zealand's Avant Garde Section brings the three rings to town with an "Inspired by the Circus" theme while the Gen-i Creative Excellence Section challenges entrants to showcase "The Art of Light" with a garment expressing itself through LEDs, bulbs and holographic creativity (batteries included).

Returning in its own spectrum of light is the CentrePort Illumination Illusion® Section portraying a variety of garments aiming to stand out and "Float, Fly, Flow" under UV lights.

The 2010 Montana WOW® Awards judging continues on two more occasions in September before the 11 show season (including the newly released matinee at 2pm on Saturday 2 October) opens on 23 September at TSB Arena in Wellington.

Tickets are on sale at [worldofwearableart.com](http://worldofwearableart.com).

For further comment call Heather Palmer - Competition Director on: 021 404 501

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\*Montana Wines from New Zealand are avid supporters of creativity, and are the naming partner of the WOW® Awards Show.

**Described as, "a rebellion against the mundane", the Montana World of WearableArt™ Awards Show bends traditional perceptions of both art and fashion by choreographing garments into an extravaganza that blasts all the**

**senses and uplifts the spirit. Esteemed BBC correspondent Michael Peschardt said, after seeing the 2008 show, “I’ve seen major cultural and fashion shows around the world and this is unlike anything I’ve ever witnessed before.”**

**For further information, including imagery from previous shows, please refer to the on-line media room at [www.worldofwearableart.com](http://www.worldofwearableart.com) or e-mail [media@worldofwearableart.com](mailto:media@worldofwearableart.com)**

\* Footer:

When publishing content please ensure you refer to the show as the Montana World of WearableArt™ Awards Show which can then be truncated to the Montana WOW® Awards Show. Please also ensure you publish the correct names for sections and awards ie: the Air New Zealand South Pacific Section.