



## **MEDIA RELEASE:**

**25 January 2016**

### **WOW Appoints New Chief Executive**

Gisella Carr has been appointed Chief Executive of World of WearableArt (WOW) and will be joining the company at the beginning of February.

Created 28 years ago by Dame Suzie Moncrieff, the international design competition and event company WOW has grown from its early beginnings in Nelson to become New Zealand's largest sell-out theatrical performance, with more than 55,000 showgoers annually from around the world. The company also operates an international touring exhibition, currently showing in Hawaii, and a Nelson-based museum showcasing outstanding designs from previous shows.

WOW Chairman Brian Rhoades said the board is delighted that Gisella Carr will be joining the WOW team. Her appointment reflects the company's international aspirations. "WOW has very ambitious plans for the next stage of its development, and Gisella brings a wealth of experience and talent that will allow us to put these plans into action."

Most recently the Chief Executive of Film New Zealand, Gisella Carr has worked extensively in the creative industries, including The Royal New Zealand Ballet, the New Zealand Students Arts Council, national funding agency Creative New Zealand and the museum sector. . As Director, Funds Development at Te Papa, she was responsible for the museum's multi-million dollar fundraising programme. For the Arts Foundation of New Zealand, she created the Arts Laureate Awards for outstanding mid-career artists and has also taught management and cultural policy at both Auckland and Victoria Universities.

**Ends.**

**For comment contact:**

**Brian Rhoades at 027 435 0592**

**For further information and images contact:**

**Shelley Doherty at [shelley@worldofwearableart.com](mailto:shelley@worldofwearableart.com) or**

**03 547 0865 or 021 547 585.**

**[www.worldofwearableart.com](http://www.worldofwearableart.com)**