



Strictly Embargoed until 11pm, Friday 23rd September 2016

Hawkes Bay Media Information Sheet

2016 World of WearableArt™ award-winning designers from Hastings

Tonight (Friday 23rd September) at the 2016 World of WearableArt™ (WOW®) Awards ceremony in Wellington, two Hastings designers and first-time entrants won two awards for their WOW® garments. Kelsey Roderick and Rhys Richards's collaborative entries are:

- *Fried Eggs*. Third place, World of WearableArt™ and Classic Cars Museum Bizarre Bra Section
- *Tangaroa*. Second place, Wellington Airport Aotearoa Section

Fried Eggs, which uses forks for bra straps, was inspired by New Zealand television series *MasterChef*.

"The typical Kiwi breakfast consists of eggs and in this case they are fried but this is also a play on colloquial slang and the term 'fried eggs' meaning a woman's breasts," Richards says.

Kelsey Roderick was inspired by her personal love of the ocean. *Tangaroa* is based on the Māori myth and legend about Tangaroa - God of the sea.

"I have based this work on stories and legends related to the sea," Roderick says. "*Tangaroa* is typified in the form of a manta ray, an ocean being whose realm is the sea and represents all fish. His son is Tinirau, whom all fish originated from, and his shadow form is visible through the centre heart of the manta ray."

About The World of WearableArt™

One of New Zealand's cultural success stories is the spectacular World of WearableArt™ (WOW®) created by Dame Suzie Moncrieff.

At the core of WOW® is an international design competition that attracts entries from all over the world. The range of garments produced for each year's WOW® competition is simply breathtaking, as the rules of competition mean that anything that is in any way wearable can find a place on stage, as long as it is original, beautifully designed and well-made. This also results in garments that are constructed from an extraordinary array of materials, pushing the boundaries of expectation.

Now staging its 28th production, the annual WOW® Awards Show presents selected designs in what is New Zealand's largest and most technically challenging theatrical production, brought to life by 350 cast and crew. For the 2016 show 163 designers' garments will be seen in performance by an audience of 58,000 over a three-week season in Wellington, New Zealand.

The winning garments from each year's show are then seen up close by more than 40,000 people at the iconic World of WearableArt™ and Classic Car Museum in Nelson, New Zealand.

WOW®'s international exhibition is currently being held at Seattle's EMP Museum until January 2017 after which it will travel to the Peabody Essex Museum in Boston and is expected to remain in the USA until 2019. The travelling exhibition showcases 32 award-winning garments curated to present the best of New Zealand's creative activity to the world.