

Strictly Embargoed until 11pm, Friday 23rd September 2016

India Media Information Sheet

2016 World of WearableArt™ award-winning designers from India

Tonight (Friday 23rd September) at the 2016 World of WearableArt™ (WOW®) Awards ceremony in Wellington, New Zealand, three Indian designers won awards for their WOW® garments. They are:

- *Mai (I)* by Pritam Singh (Gujarat) and Vishnu Ramesh
 - First place, Spyglass Creative Excellence Section
- *Heritage Rocks* by Shantanu Singh (New Delhi)
 - Runner-up, 2016 WOW® First time Entrant Award

Further information about India's award winners

***Mai (I)* by Pritam Singh and Vishnu Ramesh**

A student at the National Institute of Design in Gujarat, Pritam Singh and collaborator Vishnu Ramesh's first ever WOW® garment *Mai (I)* won the Spyglass Creative Excellence Section.

"In my concept I took a story of a youth from the movie 'Lakshya'," Singh says. "The male is honest and hardworking but always confused about what to do in his life. He goes through some changes and becomes a much more focused person. So in this wearable art I have tried to make a live painting of a man who finds his path."

***Heritage Rocks* by Shantanu Singh**

Fashion designer Shantanu Singh is the runner-up in the 2016 WOW® First Time Entrant Award with his garment *Heritage Rocks*, which was inspired by New Zealand's rich Māori culture and its myths, legends and sculpture.

"This art piece's shape is also inspired by Māori heritage, kiwi and New Zealand flora and fauna," says Singh.

"I have been keen to enter WOW since I heard about it. Considering the three main techniques I used were laser cutting, punching, and hand stitching, I was lucky that dream wasn't shattered after an accident left me with a fractured hand."

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.