

Strictly Embargoed until 11pm, Friday 23rd September 2016

Nelson Media Information Sheet

2016 World of WearableArt™ award-winning designers from Nelson

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

- *Supernova* by Gillian Saunders (Richmond)
 - Winner, Brancott Estate Supreme WOW® Award
 - First place, David Jones Avant Garde Section

- *Brighter Side Of Pail* by Julie Brawley (Richmond)
 - Second Place, Spyglass Creative Excellence Section

Further information about Nelson's award winners

***Supernova* by Gillian Saunders**

See 2016 Supreme Winner Media Release.

***Brighter Side Of Pail* by Julie Brawley**

Julie Brawley placed second in the Spyglass Creative Excellence Section for her garment *Brighter Side Of Pail*, which is made from buckets, irrigation products and cable ties.

Brawley first entered WOW® in 2004 and this is her tenth entry and fourth award. She won the Man Unleashed Award in 2011 and the WOW Factor Award in 2010.

Brawley says her inspiration came from the simple things in life that should not be underestimated.

"Brighter Side Of Pail was conceived while looking at a pile of colourful buckets at a hardware store and I thought they'd be a great material to create a dress out of," Brawley says. "Using the natural curve of the plastic and adding a few irrigation products I wanted people to think it looks like a bucket."

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.