



Strictly Embargoed until 11pm, Friday 23<sup>rd</sup> September 2016

## Wellington Media Information Sheet

### 2016 World of WearableArt™ award-winning designer from Wellington

Tonight (Friday 23<sup>rd</sup> September) at the 2016 World of WearableArt™ (WOW®) Awards ceremony Dylan Mulder won three awards for his WOW® garments *Digital Stealth Gods*.

Mulder is the winner of the Wearable Technology Award and the Cirque du Soleil Award and placed third in the American Express Open Section. As part of the Cirque du Soleil Award Mulder will be flown to Montreal, Canada for a one-month internship at the world famous Cirque du Soleil International Headquarters.

The two garments, submitted as one entry, depict Egyptian stealth prototypes from a parallel universe and are made from 3D prints, Arduino and self-balancing technology. One of the garments is remote controlled offstage to synchronise with the performance.

"Since my profession is product/industrial design, I chose to convey the garments more like the latest product release, like Apple does when they release a new phone to the public," Mulder says. "It's the times we live in - everyone wants the latest and greatest model. I see my process of product development as a form of art and I wanted to celebrate that."

Mulder was runner-up in the WOW® 2014 Weta Workshop Costume & Film Award and won the WOW® New Zealand Award in 2013.

#### 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 28<sup>th</sup> 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.