



**WOW**<sup>®</sup>  
WORLD OF WEARABLEART  
AWARDS SHOW



**MEDIA  
KIT**

**28th World of WearableArt™ (WOW®) Awards Show**  
**22 September - 09 October 2016**  
**TSB Bank Arena, Wellington, New Zealand**



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# WOW® Awards Show Summary



## ABOUT 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, 133 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.



# 2016 Key Show Facts



- 2016 is the 28th WOW Awards Show.
- 15 Shows (plus one preview show for WOW®'s Charities of Choice/Family of Cast & Crew).
- 58,000 national and international show-goers will attend the three-week show season between 22 September – 09 October 2016.
- 163 designers have created 133 garments that have been selected as finalists to appear in this year's WOW® Awards Show.
- Over 300 cast and crew will work on the show.
- The show will be one of the most technically challenging that has ever been staged in NZ or Australia.
- A large creative team is working on the event, led by Creative Directors Mike Mizrahi and Marie Adams.
- Musicians involved in WOW include; Don McGlashan, Annie Crummer, Anika Moa and SJD.  
<https://www.youtube.com/watch?v=fdw7QOrpetE>
- Jemaine Clement (Flight of the Conchords) performs in the show this year. He is the voice of an animatronic tiger created by Academy Award Winning Sir Richard Taylor and the team at Weta Workshop.  
<https://vimeo.com/182940602/913deaa004>
- The creative inspiration behind the show is Taranaki-based (formerly Auckland) artist Reuben Paterson who is most well-known for his large-scale colourful works.
- A number of interesting new designers who have been selected for the show, including a New York based duo who worked on the costumes for Madonna's latest tour. We also have some interesting returning designers who are producing work for the likes of Lady Gaga and Jessie J.
- In addition to the show WOW has a touring exhibition at the EMP Museum in Seattle. The exhibition is there for 6 months, before moving to Boston. As of end August 2016 450,000 people have seen the exhibition.
- The World of WearableArt and Collectible Car museum in Nelson, NZ, has an historical collection of 500 garments. 40,000 people will visit the museum in 2016.



# WOW<sup>®</sup>'s Beginnings



Dame Suzie Moncrieff is the creator and founder of the original WOW<sup>®</sup> concept. The first WOW<sup>®</sup> show was staged in Nelson in 1987 as a promotion for a rural art gallery, based on sculptor Suzie Moncrieff's vision to take art off the wall and exhibit it as a live theatrical show.

From 200 muddy-shoed show-goers in 1987 to more than 58,000 people flocking to a fortnight of performances, WOW's growth is way beyond anything Suzie ever imagined.

After 28 years, Dame Suzie continues to be a driving force behind WOW<sup>®</sup>, acting as a guide and mentor to the wider creative team.

Dame Suzie has personally received a number of awards for her achievements and contribution to the arts. She was

made an Officer of the New Zealand Order of Merit in 1998 and made a Dame in the 2011 New Year's Honours list. She was also awarded 2011 Wellingtonian of the Year for her contribution to the arts and was a finalist in the 2012 New Zealander of the Year Awards. In May this 2014, Dame Suzie Moncrieff was awarded an honorary doctorate by Massey University for her contribution to the public in the field of art and design. She was conferred with a Doctor of Fine Arts and in 2015 she was named winner of the Deloitte Top 200 2015 Visionary Leader.



# WOW® Bios



## DAME SUZIE MONCRIEFF Founder

Dame Suzie Moncrieff is the Creator and Founder of the original WOW® concept.

The first WOW® show was staged in Nelson in 1988, as a promotion for a rural art gallery, based on sculptor Dame Suzie Moncrieff's vision to take art off the wall and exhibit it as a live theatrical show.



## HEATHER PALMER Competition Director

Heather Palmer is Competition Director and part-owner of World of WearableArt™ Ltd. Heather has played an instrumental part in the success of the WOW® Awards Show since its inception in 1987.

As Competition Director, Heather is the main point of contact for all of designers and acts as a design mentor. Over the years, Heather has been integral in managing the awards process, looking after backstage show activities and managing the extensive WOW® historic garment collection. The role of Competition Director also sees Heather keenly involved as a guest lecturer at design schools, collaborating with training institutions both nationally and internationally, and promoting WOW® offshore.



## GISELLA CARR Chief Executive

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.



“WOW® celebrates a huge variety of designers and ideas. It creates a competition that rewards people for being brave with their creativity, while also giving something spellbinding and magical to audiences.



DAME SUZIE MONCRIEFF

# Judges

## ELISABETH FINDLAY

One of New Zealand's leading ladies of fashion, designer Elisabeth Findlay, ONZM, founded Zambesi with her husband Neville in 1979, and since then has built an international reputation for the strength, beauty, dark wit, and intelligence of her garments - still proudly made in New Zealand. Findlay returns this year for her second judging stint with WOW.

## GREGOR KREGAR

Born in Slovenia, sculptor Gregor Kregar has exhibited widely in New Zealand and internationally. He has completed many popular public commissions and his work is frequently awarded, most recently by winning both the Premier Award and the People's Choice Award for Sculpture on the Gulf 2013, an enormous pavilion made of recycled wood. This is Kregar's second time judging WOW.

## SIR RICHARD TAYLOR

Sir Richard Taylor is the founder, Creative Director and head of film prop and special effects company, Weta Workshop. Sir Richard has won five Academy Awards for his Visual Design and Effects work in the Lord of The Rings Trilogy and in King Kong. In 2004, Taylor was appointed to an Officer of the New Zealand Order of Merit for services to design and the film industry and in 2010, was again promoted to a Knight Companion of the New Zealand Order of Merit for services to film.

## DENISE TÉTREAUULT

### Costumes Lifecycle and Creative Spaces Director, Cirque du Soleil

Denise Tétreault grew up in Montreal, inheriting her love of textiles from her seamstress mother, patternmaker great-grandmother, and weaver father. She studied fabric arts, taught sewing, worked as a patternmaker and seamstress, and started her own children's clothing business before joining Cirque du Soleil in 1991. Since 2012 she has been the Costumes Lifecycle and Creative Spaces Director, managing teams at the renowned costume workshop.

## ANTHEA COOPER

### Regional Manager - David Jones

Anthea Cooper is David Jones' New Zealand Regional Manager. A member of the David Jones executive team with a passion for fashion, Anthea has worked at David Jones for more than 13 years, overseeing some of the largest stores within the premium department store's network. As regional manager, Anthea was instrumental in the opening of David Jones' first international store in Wellington, New Zealand.



# Creative Team



## MIKE MIZRAHI AND MARIE ADAMS

### Creative Directors

Mike Mizrahi and Marie Adams are the creative directors of the World of WearableArt show for the second year running. The 2015 performance was the most successful in the history of the event attracting an audience of 54,600 over fourteen shows. As founders of Inside Out Productions, Mizrahi and Adams are the creative minds behind many large theatrical shows and high-profile international events.

## DON MCGLASHAN

### Music Director

Director of music Don McGlashan is a multi-award winning musician and singer, including for Blam Blam Blam, The Front Lawn, and The Mutton Birds. Parallel to his songwriting and performing career, he has scored over a dozen feature films and five TV series. In 2002 was named one of that year's five New Zealand Arts Foundation Laureates and has a successful solo career.

## ROSS MCCORMACK

### Principal Choreographer

Ross McCormack returns for his second year with WOW. McCormack has worked with the Douglas Wright Dance Company, the Royal New Zealand Ballet, Australian Dance Theatre, and famous Belgian radical dance theatre collective les ballets C de la B. He has been commissioned to choreograph numerous works for New Zealand and Australian companies and received the 2016/17 Creative New Zealand Choreographic Fellowship.

## VICTORIA COLUMBUS

### Director of Choreography

Victoria (Tor) Columbus has worked as a freelance dancer touring internationally, and has been with the World of WearableArt since 2010. She has choreographed for Footnote Dance NZ and toured her work to Tempo Dance Festival in Auckland, the Body Festival in Christchurch, and New Caledonia. For the past six years she has been a full-time tutor at the New Zealand School of Dance.



## Creative Team continued



### ELIZABETH WHITING

#### Character Costume Designer

Elizabeth Whiting has been with WOW since 2011 and is responsible for helping to create some of the most memorable scenes in the show. Since turning her back on her law career 20 years ago, she has spent over 30 years designing costumes for the dance companies, the New Zealand Opera, the Royal New Zealand Ballet, the Auckland Theatre Company and numerous other theatrical productions.

### ROBIN RAWSTRONE

#### Show Designer

Show designer Robin Rawstorne is the creative director of Rawstorne studio, and has followed his passion for storytelling by creating innovative and stimulating design within the 3D environment. Rawstorne has worked for New York City's the Metropolitan Opera House, Le Garnier Paris, the Royal Opera House London, and the Roald Dahl Foundation.

### HUGH TARANTO

#### Lighting Designer

Sydney-based lighting designer Hugh Taranto has spent his career working for large scale live events, theatre, music and television, including many live concerts for the likes of Norah Jones and Silverchair. He is responsible for lighting various large Australian television productions, most recently The Voice.

### REUBEN PATERSON

#### Creative Inspiration

Reuben Paterson is known for his creations in glitter and diamond dust, exploring the complexities of social and family relationships through use of kowhaiwhai, vintage textile designs, and tessellations. He is the recipient of several awards and residencies including the Goyang Art Studio residency: Asia New Zealand Foundation's 2014 artist-in-residence exchange, the International Studio Curatorial Program, New York City, and the Moët et Chandon Fellowship, Avize, France.



# 2016 Section Briefs



## WELLINGTON AIRPORT AOTEAROA SECTION

Designers were asked to gather inspiration from New Zealand's rich Maori and Pacific cultures. They were to use traditional techniques, body adornment, myths & legends, as well as flora, fauna and native birds as a reference to create a work of wearable art.

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## THE WORLD OF WEARABLEART & CLASSIC CARS BIZARRE BRA SECTION

Designers were challenged to take the humble bra, a garment that is normally hidden, and to give it a highly creative and witty reinvention.

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## AMERICAN EXPRESS OPEN SECTION

This section has no thematic boundaries and gave the designer complete freedom in concept, construction and materials. This section encourages a high degree of originality and innovation.

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## MJF LIGHTING CREATIVE EXCELLENCE SECTION

Designers were challenged to create a work of wearable art inspired by one of the great art movements - Surrealism, Cubism, Expressionism.

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## WETA WORKSHOP COSTUME & FILM SECTION

Designers were to gather inspiration from the opulent, dramatic and highly ornamented style of the Baroque and Rococo periods.

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## DAVID JONES

## DAVID JONES AVANT GARDE SECTION

This section is where art and fashion collide! Designers were asked to create a wearable work of art that is revolutionary, extravagant and extrovert and made with skill. Their designs were not be constrained by commercial reality or the restrictions of fashion.

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## THE SPY GLASS PERFORMANCE ART SECTION ~ THE GREATEST SHOW ON EARTH

This section required designers to create costumes that were inspired by the halcyon days of the circus. Transported into a mythical world of 2084 with the big top and all its glory, its madness and amazement.

# 2016 Prizes



The World of WearableArt™ Awards Show brings artists and designers together to compete in one of the world's richest prize pools for wearable art.

**NZD\$165,000 IN PRIZES**

## SECTION PRIZES

Each section has NZD\$9,700 worth of prize money:

- **First Place Winner:** NZD\$6,000\*
- **Second Place Winner:** NZD\$2,500
- **Third Place Winner:** NZD\$1,200

## INTERNSHIP AT WETA WORKSHOP

The winner of the Weta Workshop Costume & Film Section receives a four-week internship at the Academy Award-winning Weta Workshop.

An internship at Weta Workshop is priceless in terms of the experience and contacts it provides. The winning designer will work at Weta Workshop headed by Sir Richard Taylor, five-time Academy Award winner for best costume design and visual effects for Lord of The Rings. This section winner also receives accommodation and airfares from anywhere in the world to Wellington, New Zealand.

## CIRQUE INTERNSHIP

## SUPREME AWARDS

### Brancott Estate Supreme WOW® Award

Awarded to the designer with the garment considered by the judges to be the most exceptional overall.

- **Award Winner receives:** NZD\$24,000
- **Runner Up to the Supreme WOW® Award:** Prize: NZD\$6,000\*

## SPECIAL AWARDS

### WOW® Factor Award

Chosen by Dame Suzie Moncrieff as the most innovative garment with the 'WOW' Factor.

- **Winner:** NZD\$5,000\* **Runner Up:** NZD\$1,000

### Shell Sustainability Award

This award is for the designer who is concerned about protecting the environment and uses materials that would otherwise be discarded. At least 85% of the garment must be made from recycled materials.

- **Winner:** NZD\$5,000\* **Runner Up:** NZD\$1,000

### FIRST TIME ENTRANT AWARD

Recognising creativity and innovation in an entry submitted by a first time entrant.

- **Winner:** NZ\$5,000\* **Runner Up:** NZ\$1,000

### SHELL STUDENT INNOVATION AWARD

Open to all national and international tertiary students.

- **Winner:** NZD\$5,000\* **Runner Up:** NZD\$1,000
- **New Zealand Design Award: Winner:** NZD: \$5,000\*

### WELLINGTON INTERNATIONAL AWARD

Acknowledging the creativity and excellence of international designers, this Award goes to the best international entry.

The winning designer also receives a prize to travel to New Zealand when their next entry is selected for the Awards.

- **Winner:** NZD\$6,000

In addition to the overall International Award, a prize of NZD\$5,000 is awarded to the best international designer from each of the following regions:

- **UK/EUROPE DESIGN AWARD**
- **AMERICAS DESIGN AWARD**
- **ASIA DESIGN AWARD**
- **AUSTRALIA & SOUTH**

For more information on prizes and awards, go to [worldofwearableart.com/designers](http://worldofwearableart.com/designers).

# WOW® International Exhibition



The first WOW touring exhibition, showcasing 32 award winning garments and several interactive installations is currently on display at the EMP Museum in Seattle. Designed by Frank Gehry, the EMP is a museum dedicated to contemporary music and culture. Following EMP the exhibition will move to The Peabody Essex Museum near Boston where it will be displayed from February 2017 – June 2017. The exhibition is expected to remain in the USA until 2019. To-date it has been seen by 450,000 people.



“(WOW®) is a benchmark event that has set the highest standards, while being accessible to artists all over the world.



SIR RICHARD TAYLOR –  
WETA WORKSHOP

FIVE TIME ACADEMY  
AWARD WINNER FOR  
BEST COSTUME DESIGN  
AND VISUAL EFFECTS –  
LORD OF THE RINGS

# WOW®

# Brand Guidelines



## PLEASE NOTE THE FOLLOWING:

**WOW** - Abbreviation for World of WearableArt

**Garment** - A wearable art piece designed by a WOW Awards Show Designer

**Costume** - Performance wear for characters, actors and dancers within the WOW Awards Show

**WearableArt™** is one word

The ™ symbol follows WearableArt

The ® symbol follows WOW®

There is no 's' on Art

**If you request to use our World of WearableArt™ Awards Show logo and/or a World of WearableArt™ image, please note:**

- The logo must be displayed in black or white only (e.g. please do not change to silver, red, patterned etc).
- The entire logo must be displayed (e.g. do not remove text reference under the WOW®).
- Should you wish to use our logo for other supporting communication materials, you must seek additional approval. Email [media@worldofwearableart.com](mailto:media@worldofwearableart.com).

WOW® appreciates the opportunity to sign off on the artwork before it is finalized.

## IMAGE GUIDELINES:

- Images must only be used for the stated purpose
- Images must be credited in print and online in the following way;

The Isobra, Janice Elliott, New Zealand  
Photo credit: World of WearableArt™ Ltd

This credits the garment name, designer name and origin.

For more details, please email  
[media@worldofwearableart.com](mailto:media@worldofwearableart.com)



# Accessing WOW®'s Online Media Room



WOW®'s online media room contains all downloadable videos, press releases and images for the 2014 World of WearableArt Awards Show.

## TO REQUEST ACCESS TO WOW®'S ONLINE MEDIA ROOM:

1. Go to: [www.worldofwearableart.com](http://www.worldofwearableart.com)
2. For returning registered users: Please enter your email address & password, then click 'Login'

For first-time users: Please click 'Register' and enter your details. You will receive a confirmation email confirming access to the online media room once access is approved by WOW®'s media team.



## WOW® Channels

For more about WOW®, visit:

Website: <http://worldofwearableart.com/>

Pinterest: <http://www.pinterest.com/wowawardsshow/>

Facebook: <https://www.facebook.com/WorldofWearableArt>

Instagram: <http://instagram.com/wowawardsshow>

Twitter: <https://twitter.com/wowawardsshow>