There are places only the imagination can reach. Inspiring. Rich. Alive.

Enter our world. World of WearableArt invites you to enter the internationally renowned design competition. Bring your work of art to life, on stage, for the whole world to see in 2018.
For 30 years, World of WearableArt has bewitched and beguiled. Now, for this very special anniversary event, we’re once again calling on designers, artists and creators everywhere to bring to life the worlds that live in your mind for this truly international design competition.

Perhaps you have entered before, and have been waiting for this special commemoration to return. Perhaps you enter regularly — in which case, the six worlds that have been created this year provide new scope for your art. You may never have entered before. What an extraordinary occasion on which to make your debut.

In three decades, our community of designers, artists and creators have changed how our audiences see life. They have put themselves on stage in a theatrical spectacular for the whole world to see. Brilliantly. Intelligently. Generously.

Bring us the world of your imagination. Celebrate your creativity.

We are delighted to announce the six worlds that make up the 2018 World of WearableArt.

**KEY DATES**

**23 September 2017**
Entries open online for the 2018 Competition

**28 March 2018**
Step 1 closes online
Step 2 closes for ALL international entrants

**14 May 2018**
Step 2 closes for first-time New Zealand entrants

**18 June 2018**
Step 3 closes
Entries due in Nelson, New Zealand

**6 – 8 July 2018**
First Judging

**20 July 2018**
Finalists advised (via email)

**28 September 2018**
2018 Awards announced
Avant-garde
Collision between art and fashion

Take us somewhere we haven’t been. A world that is experimental, radical and unorthodox. Dare to defy the boundaries of fashion and create a work that is unique and innovative, rejecting the ordinary and nurturing originality.
New Zealand has its own deep sense of place. Draw on that to celebrate who we are as peoples and what makes us proud. From our rich cultures to our landscapes, our independence to our inventions, show us New Zealand and New Zealanders as you see us.

Princess Niwareka, Maria Tsopanaki & Dimitri Mavinis, United Kingdom
Reflective Surfaces
Catch our eye, make us catch our breath

The joy of light brought to life. Create a work of art that adorns the body and plays with light and shine. Consider everyday items, plastics, metals, fabrics, mirrors... materials that glimmer, sparkle and glow.

Kaleidoscope, Tess Tavener Hanks, University of Technology Sydney, Australia
Take us into the world of trillions: places where populations that stagger the mind gather, thrive, compete. Enter into this unforeseen invisible universe and ignite your imagination. Show us the gorgeous or grotesque. A world that is full of creative possibilities, surreal, freaky and insanely beautiful.

Hide in My Bone Shadow, Marjolein van der Wal, Netherlands
Open
Explore without boundaries

Open is a world where there are no boundaries, themes or rules, giving you complete creative freedom to explore. The only limit is your imagination. Concept, construction, materials—it’s all up to you. Defy. Define. Delight.

Tinker, Jeff Thomson, New Zealand
Bizarre Bra
Hidden no longer

Bring it out, make it shine, give it new meaning, show us its potential—so that we see something we thought we knew so well in completely different lights. A wonderful opportunity to bring creativity and wit to a mainstay of modern living.

Bravada Cycling, Christina Uebelein, United States
2018 Competition

The WOW design competition is open to anyone over the age of 18, as at 28 March 2018. Visit www.worldofwearableart.com/competition to view the full Terms and Conditions of entry. To enter the World of WearableArt competition, you must first register as a designer via www.worldofwearableart.com/competition

ENTRY PROCESS

Step 1
Submit your intention to enter online. You will be required to state how many garments you intend to enter and into which sections.
Closes 28 March 2018

Step 2
Compulsory pre-selection for first-time New Zealand entrants* and ALL International entrants. Designers are required to upload photos of completed entries online, for the judges’ consideration.
- International deadline: 28 March 2018
- New Zealand deadline: 14 May 2018

Step 3
Complete the final step of the online entry process and send entry to Nelson, New Zealand. Designers are required to upload photographs of completed entries, input all required information online, and print and sign the Terms and Conditions to send to Nelson, New Zealand with their entry.

Deadline for entry hand-in - entries must arrive at the World of WearableArt headquarters in Nelson, New Zealand by 5.00pm 18 June 2018

SPONSORED FREIGHTING

Mainfreight sponsored freighting is available for WOW designers from selected New Zealand and international depots. Visit our website for more information.

JUDGING

Each year, a selection of leading national and international creative industry figures join Dame Suzie Moncrieff (WOW Founder) on the WOW Judging Panel.

Entries go through three stages of judging in order for the judges to determine the finalists and the award-winning garments.

www.worldofwearableart.com

* A first-time entrant is a designer who has never had an entry selected to be in any previous World of WearableArt Awards shows.