

October 2017

## WORLD OF WEARABLEART™ (WOW®) 2017 MEDIA KIT

World of WearableArt (WOW) Awards Show

21 September - 08 October 2017

TSB Bank Arena, Wellington, New Zealand

[www.worldofwearableart.com](http://www.worldofwearableart.com)

### Media Queries:

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The 2017 Awards were announced on Friday 22 September.

Selection of images from the 2017 Awards Show:

<https://www.dropbox.com/sh/h1vfpo93c800hin/AABtTnCXN1DntNGPepIcHGdwa?dl=0>

2min highlights video of the 2017 Awards Show:

[https://www.dropbox.com/s/bf7pf3a9uc4x158/WOW%202017%20Award%20Show%20Highlights\\_02.mp4?dl=0](https://www.dropbox.com/s/bf7pf3a9uc4x158/WOW%202017%20Award%20Show%20Highlights_02.mp4?dl=0)

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## 1. World of WearableArt (WOW)

**World of WearableArt (WOW)** is the world's leading wearable art design competition. Now in its 29<sup>th</sup> year, WOW's combination of an international design competition inside a spectacular stage production is New Zealand's single largest annual theatrical production and a must-see event for close to 60,000 people every year. WOW is also the National WOW Museum in Nelson, an expanding international exhibition touring and presentation programme, and an enterprise which operates across three New Zealand cities.

At the core of WOW is the annual international design competition that each year attracts entries from more than 40 countries. **The 2017 show features 104 finalist garments by 122 designers from 13 countries.** The rules of competition mean that anything that is wearable can find a place on stage, as long as it is original, innovative and well-made. WOW attracts some of the most creative people from around the world, working at the cutting edge of fashion, art, design, costume and theatre, alongside students and first-time enthusiasts. WOW is a license to play, explore and experiment with resources and processes, with entrants using unexpected materials to create highly sophisticated garments incorporating everything from artisan craftsmanship to futuristic fabrication technologies.

As New Zealand's single largest annual theatrical production, WOW draws on the best of New Zealand's



TRADITIONAL PROGRESS, Tsz Kwan Au,  
Hong Kong Design Institute, Hong Kong

WELLINGTON 2017  
21 SEPTEMBER - 8 OCTOBER

[WORLDWEARABLEART.COM](http://WORLDWEARABLEART.COM)

creative industries across theatre, dance, music and production, building to a team of more than 300 people for the show's season, presenting what is truly a national event. With more than 70% of the audience travelling from outside of Wellington, WOW has a huge effect on the city, with high visibility, and the incoming visitors enlivening Wellington's restaurants, hotels and retail sectors.

The finalist garments compete for awards across six sections: three recurrent sections – Aotearoa, Open and Avant-garde; and three sections with design briefs specific to 2017 – Red, Illumination Illusion: Float, Fly, Flow, and Weta Workshop: Science Fiction. Prizes include the Supreme Award (NZD30,000), an artist residency at Cirque du Soleil (Montreal) and an internship with Weta Workshop (Wellington).

The winning garments from each year's show are then exhibited at the iconic National WOW Museum in Nelson, which attracts more than 40,000 visitors each year. The exhibition allows people to see the garments up close, and truly appreciate the level of detailing and expertise needed to create an award-winning work of wearable art. The exhibition of 2017 WOW garments will open in early December 2017.

WOW's international programme includes **WOW's International Travelling Exhibition** which showcases 32 award-winning garments curated to present the best of WOW's creativity to the world. With support from the New Zealand Government, the current travelling exhibition has impressed more than 600,000 visitors in Australia, and three museums in the US– Bishop Museum Hawaii, MoPOP in Seattle and Peabody Essex Museum in Salem.

**“WOW embodies so much of what makes this country prosperous. It is locally grown and unique to New Zealand, it encourages innovation and bold thinking and design. It provides work for hundreds of locals and it attracts international participation and attention.”**

Sean Plunket, stuff.co.nz

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## 2. WOW Beginnings

Created by Dame Suzie Moncrieff in 1987, WOW is one of New Zealand's cultural success stories.

Dame Suzie is the creator and founder of the original WOW concept. The first WOW show was staged in Nelson as a promotion for a rural art gallery for an audience of just 200 people. Moncrieff, who was a sculptor at the time, had the vision to take art off the wall and exhibit it as a live theatrical production.

In its third year, the WOW show moved into Nelson's Trafalgar Centre, establishing itself as a must-see annual event. Since its move to Wellington in 2005, the show has been seen by more than 400,000 people.

After 29 years, Dame Suzie continues to be a driving force behind WOW, acting as a guide and mentor to the wider creative team. Plans are well in advance for the 30<sup>th</sup> anniversary show in 2018.

**To take art off the wall and out of static display. To adorn the body in wildly wonderful ways. To celebrate creativity in a lavish and unique on-stage spectacular that will inspire us all."**

Dame Suzie Moncrieff

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## 3. WOW Key Facts

- 2017 is the 29<sup>th</sup> WOW Awards Show
- The 2017 season has 16 Shows from 21 September to 8 October
- The 2017 show features 122 designers from 13 countries have created 104 garments that have been selected as finalists to appear in the 2017 WOW Awards Show
- Of the 122 finalist designers, 61 are from New Zealand, and 61 are international
- Around 60,000 national and international show-goers will attend the three-week show season – the largest audience to date
- More than 400,000 people have seen the show since 2005
- In its 29 years, WOW has showcased more than 4700 garments at its annual shows
- The judging process is in three stages: the first in Nelson in July; and the second and third in Wellington in September

- WOW's 2017 judging team are: Dame Suzie Moncrieff, Kerrie Hughes, Michel Tuffery, Sir Richard Taylor, Valérie Desjardins from Cirque du Soleil and Teneille Ferguson from David Jones.
- WOW's 2017 creative team is: Show Director Kip Chapman, Associate Show Director Dan Williams, Musical Director/Composer Don McGlashan, Set Designer Robin Rawstorne, Principal Choreographer Ross McCormack, Director of Choreography Victoria Colombus, Costume Designer Elizabeth Whiting, Lighting Designer Hugh Taranto, AV Designer Rowan Pierce, and Leading Actor Alison Bruce
- Up to 350 cast and crew work on the show
- The 2017 show features a central character called Lucy, who is played by 4 x 5yr olds, 4 x 11-13yr olds, Alison Bruce, and a cameo by Dame Kate Harcourt
- In addition to the Show, WOW has a large-scale touring exhibition that is currently in the United States. In 2017 it visited three venues, attracting more than 600,000 visitors: Bishop Museum Hawaii, MoPoP in Seattle, and Peabody Essex Museum in Salem
- The National WOW Museum in Nelson has an historical collection of 500 garments with an exhibition of the previous year's finalists. The Museum attracts around 40,000 people each year

**"A fabulous event that is equal part couture, choreography and craziness"**

Time Magazine

## 4. WOW Biogs

### **DAME SUZIE MONCRIEFF | Founder**

Dame Suzie Moncrieff is the creator and founder of the original WOW® concept. She was the Artistic Director and Scriptwriter for the show for 22 years and continues to be the driving force behind the WOW® phenomenon and an inspiration to her staff. Dame Suzie oversees the shows each year as well as acting as a guide to the show's creative and production teams. Dame Suzie has 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 2011, when she was also awarded Wellingtonian of the Year for her contribution to the arts. In 2014 Dame Suzie was awarded an Honorary Doctorate by Massey University for her contribution to the field of art and design. In 2015 Dame Suzie was named New Zealand's Deloitte Top 200 Visionary Leader for the Year.

**"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

### **HEATHER PALMER | Competition Director**

Heather Palmer has been WOW's Competition Director since its inception in 1987, playing an instrumental part in the success of the WOW Awards Show. She is the main point of contact for all the designers, and acts as a design mentor. Over the years, Palmer has been integral in managing the awards process, looking after backstage show activities and managing the extensive WOW historic garment collection. Her role also sees her 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**

Gisella Carr's career has seen her leading organisations and major projects across the creative industries sector, most recently as Chief Executive of Film New Zealand and as Director, Funds Development at the National Museum of New Zealand Te Papa Tongarewa, as well as earlier senior roles at Creative New Zealand and The Royal New Zealand Ballet. Major projects include work for The Gibson Group on Vaeggen for the Museum of Copenhagen; as originating strategist and creator of the Arts Laureate Awards for New Zealand's Arts Foundation, and as an advisor to New Zealand Trade & Enterprise and Auckland and Wellington City Councils. Carr has also taught management and cultural policy at both Auckland and Victoria Universities.

## 5. WOW Judges

### **DAME SUZIE MONCRIEFF | Founder**

See biog above.

## KERRIE HUGHES

Kerrie Hughes started her professional career as a fashion designer and established NZ labels *Svelt* and *Siren*. Hughes then established her *Idol* label in Soho London, which achieved success in sales across the UK, Europe and the USA and has also been featured in *Vogue*, *Tatler* and *Elle* magazines. Latterly Hughes pursued a career as an artist, with numerous exhibitions at Bowen Galleries in Wellington.

## MICHEL TUFFERY

Michel Tuffery is a New Zealand-based Pacific artist, renowned master printmaker, sculptor and painter. Tuffery's artwork has been curated for major international exhibitions and public collections, qualifying him to undertake artist residencies in USA, UK, Europe, Asia and Australia. In 2008 Tuffery was appointed a Member of the New Zealand Order of Merit for his services to art.

## VALÉRIE DESJARDINS | Cirque du Soleil

Valérie Desjardins has worked for Cirque du Soleil for 20 years. With a degree in Drama Art from the University of Quebec, she originally joined as a costume designer and then became a buyer, travelling the world to find textiles and materials. In 2002, with colleague Denise Tétreault, she established the costume department's research and development arm. Since then, Desjardins and her team have sought ways to bring innovation to the creation of costumes including use of scanners, 3D-printing, digital and mechanisation techniques.

## SIR RICHARD TAYLOR | Creative Director, Weta Workshop

Sir Richard Taylor is the CEO & co-founder of creative design and special effects company, Weta Workshop. Taylor has won five Academy Awards for Weta Workshop's design and effects work on *The Lord of the Rings* trilogy and *King Kong*. He was made an Officer of the New Zealand Order of Merit in 2004, and a Sir in 2010. In 2012 Sir Richard was named New Zealander of the Year.

## TENEILLE FERGUSON | Buying Manager, Womenswear, David Jones

Teneille Ferguson is the Buying Manager, Womenswear at David Jones. Now leading a team of womenswear buyers, Teneille first joined David Jones on her 22nd birthday as a Buying Assistant before assuming the role of Men's Fashion and Denim Buyer and subsequently moving into womenswear. Following her first foray into buying with David Jones, Teneille gained extensive experience internationally with House of Fraser in London before returning to Australia for a range of senior fashion roles. She re-joined David Jones in her current position in February 2017.

**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

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## 6. WOW 2017 Competition Sections

The Awards are divided into six sections: three recurrent sections, and three specific to 2017.

### Recurrent sections

- **Aotearoa** is inspired by New Zealand's rich cultures and celebrates this extraordinary part of the world. It's about the power of the land, the spirit of this place, the diverse cultures who live here, and the influence these forces have on design and creativity
- **Open** has no thematic boundaries and gives designers complete freedom in concept, construction and materials. This section encourages a high degree of originality and innovation
- **Avant-garde** is for wearable work of arts that are revolutionary, extravagant and extroverted, but still stylish and made with skill

### Sections specific to 2017

- **Red** celebrates the colour of extremes. Red is intense, packed with emotion ranging from passionate love to violence and warfare. All visible surface materials of the garment must be the colour red
- **Illumination Illusion: Float, Fly, Flow** uses the magic and illusion of UV lighting, so that the garments appear to float, fly, and flow through the space above the stage

- **Weta Workshop: Science Fiction** is the opportunity to imagine the thousands of other worlds that could reside in the universe and the entities who dwell there. This is the space for extraterrestrials and futuristic beings

**“The surprises come in the topics chosen, the treatment of raw materials, and who has entered – of course designers and artists enter, but so do talented farmers, students, office workers and high school teachers, and husband and wife teams. WOW continues to be a show for everyone, today more so than ever.”**

Trelise Cooper, Fashion Designer

## 7. WOW 2017 Prizes

The World of WearableArt Awards Show brings artists and designers together to compete for a prize pool totalling NZD160,200.

### SECTION PRIZES

Each of the six sections has NZD9,700 in prize money:

Winner NZD6,000\* Second Place NZD2,500 Third Place NZD1,200

### INTERNSHIP AT WETA WORKSHOP

The winner of the Science Fiction Section receives a four-week internship at Academy Award-winning Weta Workshop, headed by Sir Richard Taylor, five-time Academy Award winner for best costume design and visual effects for *The Lord of the Rings*. The winner receives accommodation and airfares from anywhere in the world to Wellington, New Zealand.

### CIRQUE DU SOLEIL INVITED ARTISAN AWARD

Chosen by a judge from Cirque du Soleil, this award is presented to an established designer whose entry demonstrates outstanding use of new techniques or technologies. The winner receives NZD5,000\* and will undertake a four-week residency at Cirque du Soleil in Montreal, Canada. Flights from anywhere in the world and accommodation are included.

### SUPREME WOW AWARDS

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

Supreme WOW Award Winner: NZD30,000\* Runner Up to the Supreme WOW Award: NZD6,000\*

### DAME SUZIE MONCRIEFF AWARD

Chosen by WOW Founder, Dame Suzie Moncrieff, as the garment that epitomises the WOW spirit.

Winner: NZD5,000\* Runner Up: NZD1,000

### SUSTAINABILITY AWARD

This award recognises a designer who demonstrates inventive use of recycled materials in their garment. At least 85% of the garment must be made from recycled materials.

Winner: NZD5,000\* Runner Up NZD1,000

### FIRST TIME ENTRANT AWARD

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

Winner: NZD5,000\* Runner Up: NZD1,000

### STUDENT INNOVATION AWARD

Open to all national and international tertiary students.

Winner: NZD5,000\* Runner Up: NZD1,000

### NEW ZEALAND DESIGN AWARD

Open to all New Zealand entrants.

Winner: NZD5,000\*

## 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: NZD6,000\*

In addition to the International Award, a Design Award of NZD5,000\* is awarded to the best international designer from each of the following regions:

- United Kingdom & Europe
- Americas
- Asia
- Australia & Pacific

\*Denotes an acquisition prize

**“Athletes have the Olympics, actors have the Oscars, musicians have the Grammys, designers and costume creators have WOW!”**

Bob Haven, Professor in Costume Technology, Kentucky University, 2007 WOW Designer

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## 8. WOW 2017 Creative Team

### KIP CHAPMAN | Show Director

Kip Chapman creates wildly theatrical events that blur the lines between stage and audience. His interactive space show *APOLLO 13: Mission Control* toured New Zealand, Australia and United States. It was named one of the top ten theatre events in *The Sydney Morning Herald* for its season at Sydney Opera House. Chapman was a recipient of an Arts Foundation of New Zealand New Generation Award in 2013. He is the director of the punk musical *That Bloody Woman*, which has toured New Zealand since 2015. His latest work, *Hudson & Halls Live!*, has been performing around the country for the last three years. In 2015 it won the Auckland Theatre award, as well as Best Actor, Supporting Actor, Director and Production of the Year at the 2016 Wellington Theatre Awards.

### DAN WILLIAMS | Associate Show Director

Dan Williams has directed and designed theatre in New Zealand and internationally. He won Q Theatre Newcomer Award at the Auckland Theatre Awards in 2013, and has been nominated multiple times at the Chapman Tripp Theatre Awards, including winning Weta Workshop Set Designer of the Year in 2008. Williams designed the immersive theatrical event *Generation Z* at Edinburgh Festival Fringe and was art director for Auckland Pride Parade in 2015. He designed *Enlightenment* for Auckland Theatre Company and most recently *When Sun and Moon Collide* at Waterfront Theatre. He also designed the hit show *Hudson and Halls Live!*, and is currently co-creating a retelling of *Peter and the Wolf* with Silo Theatre.

### DON MCGLASHAN | Musical Director / Composer

Don McGlashan is an award-winning songwriter, composer and singer, with bands Blam Blam Blam, The Front Lawn and The Mutton Birds, as well as having a successful solo career. Parallel to his song writing and performing, McGlashan has scored more than dozen feature films and five TV series, and was the musical director for WOW 2016. In 2002 Don received an Arts Foundation Laureate Award. In 2007 he received a Living Legend Award from Auckland City Council and in 2011 he was one of the recipients of the 2012 Distinguished Alumni Awards from The University of Auckland.

### ROBIN RAWSTORNE | Set Designer

Robin Rawstorne is the Creative Director of Rawstorne studio, a design consultancy that applies storytelling techniques and design thinking to emerging technology briefs while re-inventing traditional ones. Projects include show direction, exhibition design, experiential installations and architectural dreamscapes for clients that include museums, gaming companies, theatre and dance companies, local government and festivals. Highlights include being Head of Design for Rugby World Cup Opening Ceremony 2011, Set Designer for Atamira Dance Company 2012-16, and Show Designer for WOW 2016.

### **VICTORIA COLOMBUS | Director of Choreography**

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

### **ROSS MCCORMACK | Principal Choreographer**

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

### **ELIZABETH WHITING | Costume Designer**

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

### **HUGH TARANTO | Lighting Director**

Sydney-based lighting designer Hugh Taranto returns for his second year with WOW. He has spent over 20 years designing lighting for large-scale live events, theatre, music and television. Taranto has designed concerts for the likes of Norah Jones and Silverchair, as well as large TV productions, most recently *The Voice* and *Australian Ninja Warrior*.

### **ROWAN PIERCE | AV Designer**

Rowan Pierce produces and exhibits work, collaboratively and individually, across a range of mediums including live performance, music, film and installation. Critically acclaimed in his field, Pierce's designs have been presented internationally, including Netherlands, Pulima Arts Festival in Taiwan, and Guangdong Dance Festival in China. Pierce is a core collaborator with Movement of the Human, a company specialising in contemporary live art practice.

### **ALISON BRUCE | Leading Actor**

Alison is an award-winning actress who has worked in film, TV and many diverse forms of theatre since graduating from Theatre Corporate Drama School in 1982. She has worked for many of NZ's major theatre companies and for the last ten years, she has been a regular member of the award-winning theatre company, Red Leap. Highlights include Silo theatre's 7½ hour marathon *Angels in America*, and Red Leap's *The Arrival*. In 2016 Bruce appeared in two tv miniseries: as Phyllis Rose in *Hillary*, and Delia in *Dirty Laundry*.

**"WOW in every sense. Just attended one of the great evenings of my life. Kiwis should be so proud. Simply fantastic."**

Stephen Fry

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## **9. WOW Image, Video & Brand Guidelines**

### **Image and Video guidelines:**

- Images and Video 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: World of WearableArt

This credits the garment name, designer name and country of origin.  
For more details, please email [media@worldofwearableart.com](mailto:media@worldofwearableart.com)

### **Brand guidelines:**

- 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 – no 's'
- The ™ symbol follows WearableArt™
- The ® symbol follows WOW®

Approval must be sought before using the WOW logo. Contact [media@worldofwearableart.com](mailto:media@worldofwearableart.com)  
WOW needs to sign off on all artwork before it is finalised.

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## **10. WOW Social Media**

Log on to share the WOW love:

[www.worldofwearableart.com](http://www.worldofwearableart.com)

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

<https://www.instagram.com/worldofwearableart>

<https://twitter.com/wowawardsshow>