

November 2017

WORLD OF WEARABLEART™ (WOW®) MEDIA KIT

World of WearableArt

- an annual international design competition
 - an annual awards show in Wellington
 - the National WOW Museum in Nelson
 - an international touring exhibition programme
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World of WearableArt (WOW) Awards Show

27 September – 14 October 2018

TSB Arena, Wellington, New Zealand

www.worldofwearableart.com

Media Queries:

media@worldofwearableart.com

The 2018 Awards will be announced on Friday 28 September.

Selection of images from the 2017 Awards Show:

<https://www.dropbox.com/sh/h1vfpo93c800hin/AABtTnCXN1DntNGPeplcHGdwa?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

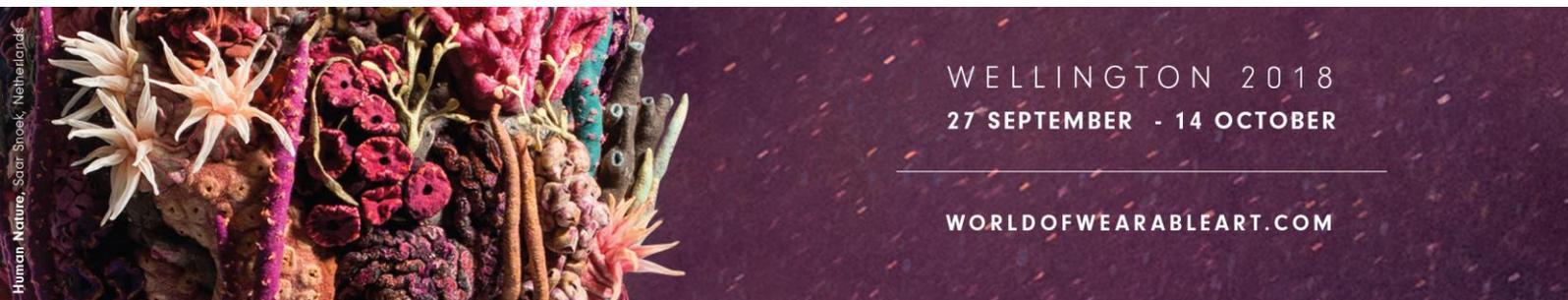
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1. World of WearableArt (WOW)

World of WearableArt (WOW) is the world's leading wearable art design competition, celebrating its 30th year in 2018. WOW's combination of an international design competition inside a spectacular stage show is New Zealand's single largest annual theatrical production and a must-see event for more than 60,000 people every year. As an organisation, WOW also includes the National WOW Museum in Nelson, an expanding international exhibition touring and presentation programme, and creative businesses that operate 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 featured 104 finalist garments by 122 designers from 13 countries.** The rules of the competition mean that anything that is wearable can find a place on stage, as long as it is original,



WELLINGTON 2018
27 SEPTEMBER - 14 OCTOBER

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innovative and exceptional quality. 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.

WOW draws on the best of New Zealand's 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. WOW's high visibility, coupled with the number of incoming visitors, enlivens Wellington's restaurants, hotels and retail sectors.

The finalist garments compete for awards across six sections: the 2018 competition has three recurrent sections – **Aotearoa**, **Open** and **Avant-garde**; and three sections with design briefs specific to 2018 – **Reflective Surfaces**, **Under the Microscope** and **Bizarre Bra**. The range of awards has a total prize pool of more than NZD160,000.

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.

WOW's international programme includes its **International Travelling Exhibition**, showcasing 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 attracted more than 600,000 visitors in Australia and the US, including 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

2. WOW Beginnings

WOW is one of New Zealand's cultural success stories.

The original WOW concept was founded and created by Dame Suzie Moncrieff in 1987. The first WOW show was staged in Nelson as a promotion for a rural art gallery for an audience of just 200 people. Dame Suzie, 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 450,000 people.

After 30 years, Dame Suzie continues to be a driving force behind WOW, acting as a guide and mentor to the wider creative team.

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

3. WOW Key Facts

- 2018 is the 30th WOW Awards Show
- The 2018 show season is from 27 September to 14 October
- An anticipated 60,000 national and international show-goers will attend the three-week show season
- More than 450,000 people have seen the show since 2005
- In its 30 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
- 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 annual exhibition of the previous year's finalists. The Museum attracts more than 40,000 people each year

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

Time Magazine

4. WOW Biographies

DAME SUZIE MONCRIEFF | Founder

Dame Suzie Moncrieff is the creator and founder of the original WOW concept. She was 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 WOW's extensive 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 of 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, Auckland and Wellington City Councils. Carr has also taught management and cultural policy at both Auckland and Victoria Universities.

5. WOW Judges

The 2018 judges will be announced in July.

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

6. WOW 2018 Competition Sections

The Awards are divided into six sections: three recurrent sections, and three specific to 2018.

Recurrent sections

- **Aotearoa** is inspired by New Zealand's own deep sense of place. From our rich cultures to our landscapes, our independence to our inventions, this is a callout to show us New Zealand and New Zealanders as you see us.
- **Open** is a world where there are no boundaries, themes or rules, giving designers complete creative freedom to explore. Concept, construction, materials – the only limit is the imagination.
- **Avant-garde** is for wearable works of art that are experimental, radical and unorthodox. The challenge is to dare to defy the boundaries of fashion and create a work that is unique and innovative.

Sections specific to 2018

- **Reflective Surfaces** is the joy of light brought to life. This is an opportunity to make use of materials that glimmer, sparkle and glow – anything that allows the body to shine.
- **Under the Microscope** encourages designers to enter into the unforeseen invisible universe where populations gather, thrive and compete. It's a world of trillions, where the results range from the gorgeous to the grotesque.
- **Bizarre Bra** is one of WOW's most anticipated recurring sections. Bring it out, make it shine, give it new meaning, and best of all, use creativity and wit to transform what is usually hidden.

"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 2018 Prizes

The World of WearableArt Awards Show brings artists and designers together to compete for a prize pool totalling more than NZD160,000.

Details on prizes will be released in 2018.

"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

8. WOW 2018 Creative Team

The 2018 Creative Team will be announced in 2018.

"The artists who create the magnificent wearable artworks believe in the magic of an idea. They know how to tap into the wildness of childhood."

Kip Chapman, 2017 Show Director

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

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
WOW needs to sign off on all artwork before it is finalised.

10. WOW Social Media

Log on to share the WOW love:

www.worldofwearableart.com

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

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

<https://twitter.com/wowawardsshow>