

MEDIA RELEASE

31 August 2018

NZ TOWNS TO EXPERIENCE THE WOW FACTOR

World of WearableArt™ (WOW®) is celebrating its 30th anniversary show and to celebrate Mazda NZ, as major partner of the show, is driving the first-ever *WOW My Town* roadshow across New Zealand.

The roadshow will take three WOW models and award-winning garments to towns around New Zealand, so Kiwis can experience their beauty and magic up close. The vehicles will be hard to miss, with the Mazda CX-9 adorned with a selection of striking images featuring award-winning garments from the last 29 years.

The partnership between WOW and Mazda is in its second year and David Hodge, Managing Director of Mazda New Zealand, says they feel privileged to celebrate this milestone by giving New Zealanders the opportunity to see what has been wowing audiences for 30 years.

“The synergy between the two brands is seamless, both are driven by imagination, creativity and excellence so when we got the opportunity to do something awesome to celebrate WOW’s 30th year, we were thrilled to be a part of it.”

The award-winning garments that will appear on the roadshow have been created by designers in Australia, United Kingdom and New Zealand.

Gisella Carr, Chief Executive of WOW, said the roadshow is about thanking those who have supported WOW for the last 30 years.

“Every year thousands of people come to WOW [in Wellington] from all over New Zealand. We want to say an enormous thank you to our designers, fans and audience who have supported us so loyally for 30 years.

“There are so many experiences, memories, hilarious stories of involvement and wonderful tales of WOW creativity across the country. We hope people will enjoy seeing our models visiting their towns in these garments and are delighted that Mazda was willing to help make this happen.”

Driven by the award-winning Mazda CX-9 and Mazda6, the roadshow will visit, Auckland, Taupo, Nelson, Christchurch and Queenstown from the 15 September – 24 September 2018, before finishing up back in Wellington just in time for the 2018 WOW Awards Show Opening Night on Thursday 27 September.

The *WOW My Town* roadshow will film members of the public, designers and WOW fans who have had a strong connection with the show over the past 30 years along its journey.

The film will feature in an installation at the 2018 WOW HUB on Wellington's waterfront, where attendees and members of the public will be able to immerse themselves in all things WOW.

WOW is New Zealand's single largest annual theatrical event, each year attracting 100s of designers from around the world. More than 60,000 people will attend the shows that run from 27 September to 14 October 2018 at the TSB Arena.

For all event information and to follow the journey head to:

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

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For more information please contact:

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Garment details:

Firebird, Susan Holmes, New Zealand (2009 World of WearableArt®)

Created as an unfolding display of colour and form, Firebird was inspired by the birds of paradise that dance and change their form to attract a mate. Susan Holmes is a fabric artist who creates "fantasy-inspired" pieces using stencilling and silk dying. Susan has had 51 finalist garments appear in the WOW Awards Shows and has won 19 World of WearableArt Awards since 1988.

Princess Niwareka, Maria Tsopanaki & Dimitri Mavinis, United Kingdom (2016 World of WearableArt®)

Inspired by Māori culture and specifically the art of Tā Moko tattoo, the London-based designers chose to embody Niwareka, the princess of Rarohenga (the underworld). Maria

Tsopanaki & Dimitri Mavinis founded Erevos Aether; an internationally acclaimed fashion label, producing bespoke creations that adorn the likes of Lady Gaga, the Black-Eyed Peas and Jessie J.

The Stitch Witch, Sarah Seahorse & Luna Aquatica, Victoria University, Australia (2015 World of WearableArt®)

Using recycled materials that were found around the floor of their sewing studio, this design team created a magical and mythical Stitch Witch; Melbourne-based Sarah Seahorse and Luna Aquatica have been friends since they were teenagers and currently work as a costume designer and a textile artist respectively.

Event Details:

Auckland – SKYCITY, in front of the Sky Tower, Saturday 15 September 12pm-1pm

Taupo – Outside the Coinsave on Heu Heu Street, Sunday 16 September 12pm-1pm

Nelson – National WOW Museum & Nelson Classic Car Collection, Wednesday 19 September, 11:30pm-1pm

Christchurch – Cathedral Square, Friday 21 September, 11:30pm-12:30pm

Queenstown – Marine Parade, Saturday 22 September, 12:30pm-1:30pm

Wellington – WOW HUB, outside the front of the TSB Arena, Monday 24 September, 9am-11am