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NORTH AMERICAN DESIGNERS WIN BIG AT MONTANA WORLD OF WEARABLEART™ AWARDS SHOW

'Loops' by designers Yogesh Chaudhary and Manas Barve of India won the Montana WOW® Supreme Award in Wellington. American designers ranked well, with 13 garments being chosen as finalists and three taking out 2 special awards including runner up to the overall supreme and 3 section placings between them.

The 22nd Montana WOW® Awards Show mesmerized its audience in Wellington. The show was an opulent explosion of creativity with haunting music, an eruption of geysers, a floating book that became a castle, a circus tent rimmed with olde world circus lights, an acrobatic troupe, self illuminating tron suits and a high energy Carmen Miranda finale inspired display of colour, music and dancing that brought the audience to its feet.

"World of WearableArt™ is a serious art form - the combination of the creativity of the garments with the dramatic choreography of the show was mesmerizing and magical. It was a powerful ride - I was taken away on a wonderful emotive journey - it was terrific" says WOW® judge and New Zealand Kinetic Sculptor Phil Price.

The Supreme Montana WOW® Award winner went to first time entrants Yogesh Chaudhary and Manas Barve for their garment *Loops*, which also took out the American Express Open Section. Loops was created using the revolutionary technique of seamless knitting, and conceptualizes a self-sufficient form of sustainable design. The merino wool felt garment is entirely free of threads and glues, instead using interlacing to link the panels, Chaudhary says "*Loops* is a garment which demonstrates an organic sense of wholeness."

"It was an extremely complete work that has been taken right through from conception to reality so singularly strong and such a unique piece of wearable art" Phil said of the supreme award winning garment.

A total of 191 garments from around the world graced the stage including 130 local entries and 61 international entries from Germany, Australia, China, Hong Kong, India, Netherlands, United Kingdom, Mexico, Sri Lanka, and USA.

Record numbers of exquisite works of art adorned the stage this year. "We were delighted to see many international entries, but just as exciting and inspiring, was seeing winning entries from both new and loyal designers from New Zealand," says Suzie Moncrieff, WOW® Founder and Director.

For further information, including imagery, please go to the online media room at www.worldofwearableart.com or e-mail media@worldofwearableart.com

Of considerable note were the thirteen garments selected from the USA, including *Put a Cork In It* by *Sean Purucker* of Toluca Lake, California. Purucker, a hugely successful WearableArt™ designer, was the recipient of the 2008 Wellington International Award and this year was awarded the highly coveted **2010 Weta Award** by Sir Richard Taylor. The garment is a commentary on the things you say when you shouldn't - especially when under the influence! Purucker showed his amazing design talent by having two other garments named as finalists in the 2010 show - *Funky Fungi* and *Sparkling Soliloquy*.

Lynn Christiansen of San Francisco put hours of labour into her gleaming reptilian-inspired garment *Horridus* but her hard work paid off when she was awarded **Runner Up to Supreme WOW® Award and Runner Up in the American Express Open Section**. The intricate design combined 465 individual copper, gold and silver plates, 230 screws and nearly 1500 jump rings and was arguably one of the more difficult constructions in this year's Montana WOW® Awards Show. Inspired by the Australian thorny devil lizard, Christiansen admits she found the painstaking handiwork required to turn metal into art "intoxicating". This being the first time she has created a whole body piece of metallic art, she describes the interaction between artist and material. "The metal dictates how a piece will evolve. I was delighted when the metal and I began to understand one another and the work came alive."

2009 Montana Supreme WOW® Award Winner *David Walker* continued his swathe of successful entries with *Wood, Wire and Fire*, which was **Commended in the Gen-I Creative Excellence Section** themed 'The Art of Light'. A stunning array of wood wired to sparkle on stage, the seven-piece garment is styled on a mix of Las Vegas showgirls and a second hand chandelier, with each piece wired separately to light up and enthrall onstage.

Wendy Moyer from San Miguel de Allende, Mexico took a lifetime of learning from generations of artisans in her family and turned it into an award winning garment, taking out **Commended in the World of WearableArt™ and Classic Cars Bizarre Bra® Section**. *Prickly Heat* plays on the nurturing bosom of motherhood by creating a cacti-covered garment alluringly coloured and flowering, but adorned with sharp barbs. Using recycled clothing to cut the shapes needed for her garment, Moyer's history is a colourful and abundant as her concept of Mother Nature's "nourishing breasts". Her own creativity was nourished by a family of seamstresses, painters and artists, and her transition from artist to designer is a story essence of the Montana WOW® Awards.

The Academy of Art University in San Francisco is already part of the World of WearableArt™ community and has initiated a design student exchange programme with Massey University in New Zealand, an arrangement facilitated by former WOW® partner AT&T and WOW®.

The effort and inspiration that goes into the incredible garments that make it to the final stage of the Montana WOW® Awards is the backbone of the event.

WOW® then creatively weaves these painstakingly crafted garments of a world's worth of designers' dreams and epiphanies into an eleven show season which opened on 23 September. This choreographed dramatic live performance is seen by an audience of more than 43,000 people in Wellington, New Zealand's creative capital and the ultimate place to tell the global story of the weird and wonderful World of WearableArt™.

Joining WOW® Founder Suzie Moncrieff on the judging panel this year is New Zealand kinetic sculptor Phil Price, and former fashion designer Doris de Pont who is synonymous with the New Zealand fashion scene. Sir Richard Taylor of Weta awarded the highly coveted Weta Award and judge of the Wellington International Award was New Zealander Mark D'Arcy who now lives in New York.

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Highlights from the 2010 Montana WOW® Awards Show story so far...

- The 191 garments chosen for the stage is the largest contingent ever
- The level of artistry grows year on year with incredible materials ranging from hundreds of individually styled metal parts to 17,900 metres of yarn.
- One in three garments chosen for the show are from international designers across four continents, including a record 23 from India.
- WOW® designers range from dentists to architects, jewelers to sculptors, fashion designers to business analysts, students and retirees
- Designers compete for \$100,000 in prizes including the Supreme Award and the highly coveted Weta Award selected by Oscar-winning designer Sir Richard Taylor

For more information, releases and imagery from previous shows go to the WOW® online media library at www.worldofwearableart.com or contact us at media@worldofwearableart.com

*Montana Wines from New Zealand are avid supporters of creativity, and are the naming partner of the WOW® Awards Show.

EDITORIAL NOTE : Please initially refer to the show as the Montana World of WearableArt™ Awards Show which can then be shortened to the Montana WOW® Awards Show. Please publish the full names for sections and awards i.e.: the Air New Zealand South Pacific Section.

"The Montana WOW® Awards Show makes Lady Gaga look like a librarian and has more originality and creativity per minute than any other show I've ever seen". Mark D'Arcy WOW's 2010 International Guest Judge who judged the Wellington International Award and is a world class New Zealander and Creative Arts and Media expert who now lives in New York.

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