



WORLD OF WEARABLEART™

Breathtaking • Surreal • Creativity

25th August – 10th September 2016
TSB Bank Arena, Queens Wharf, Wellington.
Purchase Tickets online at:
www.worldofwearableart.com



Harakeke
Ruth Carlile, Nelson, NZ



See the following links for ticket information:
<http://www.worldofwearableart.com/tickets/show-dates-prices>
<http://www.worldofwearableart.com/tickets/vip>

What is the Montana WOW® Awards Show?

The Montana* World of WearableArt™ (WOW®) Awards Show is an extravaganza that twists conventional perceptions of both art and fashion and weaves them into a two-hour performance that has been described as, “Mardi Gras meets Haute Couture at a Peter Gabriel concert directed by Salvador Dali”. Breathtaking works of art are designed for the moving body, then individually choreographed into an extraordinary theatrical show entwined with every facet of performance: music, dance, lighting, drama and comedy. WOW® is completely unique every year and New Zealand is proud to hold this world-class event, now in its third decade, on local soil.

Where did WOW® begin?

In 1987, Nelson sculptor Suzie Moncrieff needed an idea to promote a rural art gallery. She dreamed up a concept to take art off the wall and adorn the human form, then showcase each creation in a dramatic setting. The fresh idea had never been done before, and the result was more than a promotion; it was a mesmerizing, unforgettable performance. A new way to experience art and fashion was born and Suzie Moncrieff called it WearableArt™.

What has WOW® become?

The Montana World of WearableArt™ is now a leading arts event on the international design, fashion and costume calendars; culminating every year in the annual Montana WOW® Awards Show staged in Wellington – the creative capital of New Zealand. WOW® attracts designers, media and art aficionados every year from all over the world including the USA, UK, Australia, India, Japan, Thailand, Germany, The Netherlands, Israel, Fiji, Canada and New Zealand. Selected artists, along with 400 cast and crew collaborate to create a fresh spectacular every September. Following the show, selected garments are exhibited in the historic collection housed in the WOW® Museum in Nelson - the birthplace of the Awards. Gladys Perint Palmer, Executive Director of Fashion from the Academy of Art University in San Francisco and 2007 International judge described WOW®, “Eat your heart out John Galliano, Hussein Chalayan, Thierry Mugler, Vivienne Westwood and John Paul Gaultier”. WOW® is an original concept, licensed to World of WearableArt™ Ltd.

Why see a WOW® Show?

The Montana WOW® Awards Show is best described as a glorious rebellion against the mundane, where you enter a world of dreams and fantasies and witness an extraordinary procession of incredible works of art. A world where art and the human form combine in a sensory feast of amazing soundscapes, stunning lighting, dance and drama. There is no narration, no explanation and no language barriers - an unforgettable extravaganza