

A Wearable Art Show



Unique wearable art created
for a SPECTACULAR show

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1

What Is the WOW Show?

WOW Is the “World of WearableArt”



Fluoroessence by Susan Holmes, New Zealand was a finalist in the Shape It section.

The World Of WearableArt (WOW) is one of the most unique shows you will ever see!

A new WOW show is performed every year in Wellington, New Zealand. Over 40 000 people from around the world attend the WOW shows each year.

“

IT'S A SHOW WHERE ART AND THE HUMAN FORM COME TOGETHER IN STUNNING LIGHTING, DANCE, DRAMA AND SOUNDSCAPES.

SUZIE MONCRIEFF, WOW Founder

”

WOW Competition

Hundreds of designers from around the world enter their garments in the WOW competition. It is a great honour to be a finalist and an even greater honour to win.



onstage performers at a WOW show

Suzie's Dream

As an artist, Suzie Moncrieff, WOW Founder, wanted to create something in art with a wow factor! In 1987, Suzie did just that! She created the first World of WearableArt Awards Show and around 200 people attended. Year after year, the WOW shows have become more and more successful.



Onstage performers create stories through dance and music when the finalists' garments are modelled.



Suzie Moncrieff with a WOW prop garment

Arts

Suzie Was a Sculptor

Before the WOW shows, Suzie was a sculptor. While working in an art gallery, Suzie got the idea for the WOW shows. Suzie says, “I wanted to take art off the wall and adorn the body with art in wildly wonderful ways.”

2 WOW, What a Year!

From October to October

Many people work together to produce each new WOW show. It takes almost a year to get ready. So the WOW team get started in October to prepare for the show in late September of the following year.

October

Work begins by deciding the new themes for each of the seven competition sections. The WOW team also brainstorms ideas on how to create a spectacular show for next September.

November

Garment entry kits are produced early as the designers' garments can take many months to design and make.



Saddle Up was designed by Mary Wing To, United Kingdom.



Nilbog the Garden Goblin was designed by Bronwen Pattison, New Zealand.

December to June

This is a busy time for the marketing team as they work on the website, tickets, brochures, posters and much more.

WOW Founder, Suzie Moncrieff, and the scripting team work on the new show's script. Then, teams of creative people work with the script team on many jobs. Those people include the artistic director, the production manager, the set designer and the costume designer.



Duck characters dancing onstage during the children's section of the competition.

TICKETS

From February about 40 000 tickets go on sale via the Internet. They sell fast!

The WOW Script

The script describes the characters, dancers, models, music, lighting, costumes, stage sets and choreography needed for the seven sections in the competition: Children, Illumination Illusion, Creative Excellence, Man Unleashed, Open, South Pacific and Avant-Garde.

AUDITIONS

In June, auditions are held for models, dancers and actors. WOW also auditions children aged between 9 and 13 years old to model garments in the children's section.

July to September

Work continues on the production and design of the new WOW show.

The judging of designers' garments starts in July and the final decisions are made on the dress-rehearsal night in September. Judges like to see how the garments look on stage with lights, music and dance!

At the end of September, the judges announce the winners and the first of ten shows is performed to excited audiences.

WOW JUDGES

Suzie Moncrieff is assisted by two guest judges who have fashion and arts design experience.



backstage on dress-rehearsal night

GARMENTS

In August, the garments are shipped from Nelson to Wellington. When they are unpacked, the garments are fitted onto models so the rehearsals can begin!



The Competition Director, Heather Palmer, works with garment designers.



These two friends, Renee Louie and Kayla Christensen, designed and made a WOW garment together. A children's television presenter interviews them about their WOW entry.



Dragon Fish was designed by Susan Holmes, New Zealand



Illustre Shoe-Machine was designed by Maartje Dijkstra, Netherlands.

October

After the final shows in October, WOW is over for another year!



the WOW museum

The WOW garments are repacked for the journey from Wellington back to Nelson – the home of the World of WearableArt Museum.