

BRANCOTT
ESTATE

WOW®

WORLD OF WEARABLEART
AWARDS SHOW

*"Prepare to be inspired,
uplifted and taken on a
breathtaking journey"*

*Dame Suzie Moncrieff,
WOW® Founder*



The Brancott Estate WOW Awards Show is:

- A two hour spectacular show that takes art off the wall, on to the body and across the stage
- A surreal procession of art and creativity, dreams and fantasies
- An integration of every facet of performance and entertainment: music, dance, drama and comedy
- A world class event that showcases quintessentially kiwi creativity through breathtaking choreography with sophisticated lighting and stage technology
- Accessible to all with no narration and no explanation needed
- An original concept licensed to the World of WearableArt™ Ltd

WOW®'s beginnings were:

- In 1987, Nelson sculptor Suzie Moncrieff had an idea to promote a rural art gallery
- A fusion of art, design, movement and drama presented to 200 people in a community hall
- The birth of a new genre of performance
- WOW® by name. 'WOW' by nature

Today WOW® is:

- In its third decade
- Proud to produce a completely fresh 'audience & designer experience' every year
- The most creative event on the international design, fashion and costume calendar
- The 'must see' show for close to 50,000 people every year who come to Wellington, the creative capital of New Zealand

- A global phenomenon with entries from the USA, UK, Australia, India, Thailand, Germany, Sweden, The Netherlands, Israel, Fiji, Canada, Japan, China, Korea and New Zealand
- A demanding production with a cast and crew of more than 400

The WOW® designers provide:

- More than 300 entries every year
- Around 170 finalists who are selected to showcase their work
- Representatives from every creative field including film, fashion, photography, craft, design, sculpting, drama and the art worlds as well as those who may not work in a creative field. This non-elitist approach ensures new artists from all walks of life participate every year

WOW® offers designers:

- One of the most prestigious art and fashion competitions in the world
- Close to NZ\$150,000 in prize money
- Thirty-five different awards
- The chance for designers to have garments shine on stage and be exhibited amongst the world's best
- Scholarships with international art academies and institutions

The WOW® Museum is:

- Home to the World of WearableArt™ & Classic Cars Museum in Nelson
- The permanent home of the WOW® historic collection
- The chance to get up close to creations made from books, car parts, recycled plastic bags, human hair, coins, ballet shoes, used film rolls – any conceivable product
- A dramatic presentation, accentuated by creative lighting and music

WOW® and The Media:

- WOW® hosts hundreds of local and international media every year
- Journalists can feast on the endless stories that come out of this unique event – and with a designer from almost every corner of the world there is almost always a local angle to explore
- Media can concentrate on specific designers or just focus on the mastery and the magic of the event on stage
- Media who come to WOW® receive tickets, official WOW® show images and the opportunity for exclusive interviews with designers, management, cast and crew.

Be A WOW® Sponsor Partner:

- The Awards Show is supported by a variety of corporate partners
- WOW® is proud to have leading New Zealand and international companies as loyal sponsors
- Capitalise on the marketability of the WOW® brand and the potential for corporate hosting opportunities by supporting the show

Be WOWed!

- Find out how to enter, buy tickets, become a sponsor partner or get involved in the WOW® media programme
- Visit worldofwearableart.com

Facts about WOW® since 1987

4,500

WOW® garments seen on the stage

6,800

WOW® garments created

\$1 MILLION

Handed out in prize money

23

Countries have entered the show

340,230

People have seen the show

8,862

Cast & crew have worked on it

36,376

Total WOW® Star package supper bags

11,490

Total WOW® VIP Table dinners

WOW® – What a Journey

It began with some copper wire that progressed to a travel experience around Asia, Europe and the Middle East then on to the screens of the global block-buster movie, *Avatar*.

That's how far an award-winning *Brancott Estate* World of WearableArt™ Awards Show entry can get you.

At just 18 years old, Golden Bay teenager, Claire Prebble was and still is, the youngest winner of WOW®'s prestigious Supreme Award.

Her 2004 entry 'Eos' took her a long time to create but her success was meteoric. The prize money allowed her to learn about fashion, art and design in Singapore, Dubai, Scotland, England, Italy, France and the US.

On her return to New Zealand, Claire was snapped up by Weta Workshop's Richard Taylor to create costumes and props for *Avatar*... and she was still only 20.

The evolution of Eos took more than two years of drawing and fine-tuning and then another 1000 hours to make. It is made of copper wire, sterling silver wire, Swarovski crystals, glass beads and silk.

Eos is the abbreviation of 'Evolution of Spirit'. Claire discovered that Eos is also the name of the all-seeing Greek Goddess of the Dawn.

"The black skirt represents to me the night trailing behind her. I found the theme very fitting – especially when I was working all night until dawn."

Claire's history with WOW® goes back to when she entered at just eight years old. In 1994 she and her mother were finalists with their creation "The Junk Fish". In total she has entered WOW® 15 times.

