



## **MEDIA RELEASE:**

**Thursday October 13, 2011**

### **WORLD OF WEARABLEART™ TO AUDITION HONG KONG LOCALS FOR FIRST EVER OFF-SHORE PUBLIC SHOW**

A team from the World of WearableArt (WOW) Show leaves for Hong Kong today (Thursday 13<sup>th</sup>) to audition local performers and dancers for the 2012 WOW Hong Kong Art Festival show.

For the first time ever, WOW is performing a show at an overseas international festival - the world-renowned 2012 Hong Kong Arts Festival. The Hong Kong Arts Festival (HKAF) is a major annual international festival in Asia and is the region's premier cultural event, presenting over 200 performances of music, theatre and dance by some of the best artists from around the world, to an audience of 150,000.

This week's trip will be the first to Hong Kong for WOW Artistic Director Malia Johnston, Back Stage Manager Leonie Trathen, and Production Manager Nick Kyle.

Johnston says the main purpose for the trip is to audition local dancers and models for the Hong Kong Show.

"The Hong Kong Arts Festival has gathered together a group of children for us to meet this Friday and Saturday," Johnston says. "For the show we need about 35 children, and so we will be selecting from this group, and photographing and measuring them, so we can partner them with the right garments and dance costumes.

"We will be taking New Zealand adult dancers and models with us in January, but we are also auditioning this weekend for about 23 additional Hong Kong male and female dancers and 15 - 20 models," she says.

"This process is quite different to how we audition and select for the flagship *Brancott Estate* WOW Awards Show in Wellington, as we won't have fittings before we go in January, but we are confident it will go well," she says. "The communication with the HKAF has been fantastic. We met them in August when they came to see WOW in Wellington, and we have been working well together ever since.

The production being put together for the Children's Section of the 70-minute Hong Kong Show, embraces the magic of a child's storybook, bringing to life characters from popular Western children's fairytales.

"Working with the WOW children is always a delight, so we are looking forward to meeting our Hong Kong children," Johnston says.

The WOW team will also visit the venue for the show - Star Hall, Kowloonbay International Trade & Exhibition Centre - giving production manager Nick Kyle his first chance to see the venue.

“It is going to be great to finally see the venue we will be performing in,” Kyle says. “From what we know it is a fantastic space - smaller than the TSB Bank Arena where we hold the Wellington Awards Show - but an intimate space for the spectacular smaller-scale show we are taking. Those going won’t know what has hit them!”

## **Background**

As part of the 40th anniversary celebrations, the Hong Kong Arts Festival will present a unique World of WearableArt™ show on 28 January to 5 February 2012. There will be a minimum of eight performances and an audience of at least 16,000 is expected to attend.

The 70-minute show will be a showcase of the ‘best of the best’ sections from recent award shows, and will present more than 100 extraordinary garments from the historic World of WearableArt™ collection.

There will be dozens of dance and character costumes going to Hong Kong, and some extraordinary props designed by WOW® Ltd.

WOW aims to show New Zealand to be a country of creativity and colour, presenting a different side of the country from the way that perhaps the Hong Kong and Chinese market traditionally think of us. For example, through the South Pacific Section an element of New Zealand’s traditional culture will be shown in a more contemporary way.

The show will be a specially-designed show for touring, and will involve a New Zealand cast and crew of 50 people who have worked on the show in New Zealand.

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*The World of WearableArt™ is a concept created in 1987 by Suzie Moncrieff, to take art off the wall and adorn the human form, then showcase each creation in a dramatic setting. A new way to experience art and fashion was born and Suzie Moncrieff called it WearableArt™. The annual World of WearableArt Awards Show in Wellington, is proudly a New Zealand event, and now attracts over a third of its entrants internationally, giving the event a global flavour.*

## **Media contacts:**

For more information and imagery please go to the World of WearableArt™ online media library at [www.worldofwearableart.com](http://www.worldofwearableart.com).

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