



MEDIA RELEASE: Final
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Off the Wall goes on the road

Thirty World of WearableArt™ (WOW) garments are being packed this week with their *Off the Wall* exhibition set, ready for a two year journey around New Zealand.

For the first time in over a decade, WOW is taking a selection of its very best garments on a New Zealand tour. The *Off the Wall* exhibition opens at Canterbury Museum in one month today, on 2 December 2011.

WOW Managing Director Gabrielle Hervey says *Off the Wall*, designed by Wellington-based exhibition designers 3D Creative, has taken 18 months to plan and create.

"*Off the Wall* has already had an interesting journey," Hervey says. "Weta Workshop's Richard Taylor and WOW Founder Suzie Moncrieff undertook an intensive selection process to choose just 30 extraordinary garments that showcase WOW's history to the country.

"Meanwhile, 3D Creative, in partnership with HP, have built wonderfully innovative sets that add to the spectacle of the *Off the Wall* exhibition, and bring to life the stories behind the garments and the designers," she says. "We are looking forward to the exhibition opening on 2nd December, and are thrilled to be launching in Christchurch at the Canterbury Museum."

Today, the huge 40 foot *Off the Wall* shipping container arrived at WOW to be packed, before travelling the country with the *Off the Wall* garments and exhibition set. It was delivered by Mainfreight driver Ray Gregory who has delivered and collected containers from WOW for the last 8-9 years.

Confirmed *Off the Wall* tour dates are:

- Canterbury Museum, Christchurch: 2 December 2011 - 18 March 2012
- Southland Museum, Invercargill: 7 April - 17 June 2012
- Otago Museum, Dunedin: 30 June - 28 October 2012
- Rotorua Museum: November 2012 - March 2013
- Waikato Museum, Hamilton: April - July 2013
- Te Manawa, Palmerston North: August - October 2013

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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.

For more comment please contact:

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