



WORLD OF WEARABLEART

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Local Hong Kong designers to shine in a World of WearableArt™ world first

The costumes of 10 Hong Kong Image Design students have been chosen to appear in the first overseas performance of New Zealand's World of WearableArt™ (WOW) Show, being held at the world-renowned 2012 Hong Kong Arts Festival.

The WOW Show being held at the 2012 Hong Kong Arts Festival is an inspiring, high-energy stage show that cleverly showcases the most extraordinary art-inspired costumes from all over the world. Dancers and performers create multi-layered theatre by telling stories through costume, choreography and opera — amplified by special sound and lighting effects.

WOW Artistic Director, Malia Johnston, auditioned 200 potential participants in October for parts in the Hong Kong WOW Show, which is co-presented by the Hong Kong Arts Festival and the Hong Kong Jockey Club Charities Trust. Out of these hopeful candidates, 68 were chosen — 32 children, 12 models and 20 dancers.

The 10 new costumes chosen were selected from 22 initial designs and were made by students from the Hong Kong Design Institute's Department of Fashion & Image Design. These costumes will appear alongside the best of the best WOW garments and will be showcased in the Avant Garde and Open Sections of the Hong Kong WOW Show.

The garments and designers chosen by WOW's Heather Palmer and Suzie Moncrieff are:

Garments

1. Traditional Progress
2. China Doll
3. Its All About Money
4. The Soul Of Painting
5. In The OP
6. Desire
7. Retro Futuristic
8. Precious Childhood
9. Dark Side
10. Resplendent Warrior

Designers - Higher Diploma in Fashion & Image

- Au Tsz Kwan
- Cheng Lai Yung
- Lee Yun Ho
- Tong Hok Lam
- Lai Kit Ling
- So Man Yee
- Lau Chiu Man
- Chan Yee Wing
- Chan Tse Ying
- Wong Ho Yee

Heather Palmer says costumes designed in Hong Kong, as well as local performers and dancers, have been selected because community involvement is important for this special WOW Show.

“This is our first public WOW Show to be held outside of New Zealand, and we felt strongly about closely partnering with the rich Hong Kong arts community,” Palmer says. “We enjoy working with international tertiary students, and felt this was a great opportunity for local design students to stretch their wings and try something different, especially because it would be performed in their home city.”

Palmer says she and WOW Founder Suzie Moncrieff first shared the story of WOW when they visited the Hong Kong Design Institute in 2010 and 2011 as guest lecturers. Students were then encouraged to design and enter the annual WOW Awards Show.

Fashion & Image Design course leader, Mr Shaun Cheung Shun Ping, says WOW is an excellent platform for talented designers to showcase wearable art pieces on stage. The 10 graduates of the Fashion & Image Design course are very excited to be selected by WOW to perform their works at the HKAF. His students will also be involved back stage as dressers, and make-up and hair styling assistants during the shows.

Tickets are on sale now at:

<http://www.hk.artsfestival.org/en/prog/special-event/398/#programme18>

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Background

As part of the 40th anniversary celebrations, the Hong Kong Arts Festival alongside the Hong Kong Jockey Club Charities Trust will present a unique World of WearableArt™ show on 28 January to 5 February 2012. There will be a minimum of seven public 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.

The World of WearableArt™

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.

The Hong Kong Arts Festival

The Hong Kong Arts Festival is a major annual international festival in Asia and 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. The Festival has also hosted extraordinary special events in the past including Zingaro's *Battuta* from France and *Power Plant* from the UK.

The Hong Kong Jockey Club

Founded in 1884, The Hong Kong Jockey Club has become one of Hong Kong's best known and respected organisations, providing the public with world-class sporting entertainment as well as being the city's major non-Government community benefactor, now donating more than HK\$1 billion a year to charitable and community projects. It has been a part of Hong Kong through good times and bad, sharing the city's growth and development with its people, and is dedicated to enhancing the quality of life for future generations.

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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