

FROM: PORT MOODY ARTS CENTRE SOCIETY  
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FOR IMMEDIATE RELEASE

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**Port Moody To become North American Wearable Arts Capital through Winter Olympic and Paralympic Games**

PORT MOODY, BC – The Port Moody Arts Centre Society is seeking help from the City and other partners for plans to make this Greater Vancouver community the North American capital of Wearable Arts, starting this May and extending through the 2010 Winter Olympic and Paralympic Games.

Andrew Danneffel and Paddi Solem, Society directors who are chair and vice-chair respectively of the Wearable Arts Committee, have set out the plans in a presentation to Port Moody City Council. They said the planned program will start Saturday, May 9 and Sunday, May 10 with two 2009 Wearable Art Awards performances at which a panel of selected jurors will recognize winning entries with a total of \$5,000 in cash awards donated by community and corporate partners.

The performances, set for the Galleria in Port Moody City Hall, will be followed by a presentation of entries at the Port Moody Arts Centre from May 14 through June 28. Danneffel said the Society intends to build from this base to invite additional entries from across Canada and internationally for a city-wide display through February and March, 2010, a period that includes the Olympic and Paralympic Games.

“We are aiming high,” Danneffel said. “We believe the City of the Arts can benefit artistically and economically from such a unique exhibition during a time when world attention will be focused on British Columbia.

“Some 6,000 media members, not accredited to cover the games events themselves will be seeking newsworthy events to cover and we believe we can encourage many of them, as well as other visitors, to come to Port Moody to see our Wearable Arts.”

Artists from previous Wearable Art Awards will be invited to show their creations along with entries from 2009 and those created for 2010.

The event, last held in September 2007, generally attracts up to 100 entries from communities across Canada, in the United States and elsewhere. The entries will be shown by models during Galleria performances. Deadline for 2009 entries for this off-the-wall art event is March 6 – and tickets for the two performances will go on sale at the

Port Moody Arts Centre after March 10. Details are available at [www.wearableartawards.com](http://www.wearableartawards.com).

There are five categories – Open, Recycled, Headdress, Brassiere and Olympic. Recognition also will be given for Best in Show, Student participation, Conceptual Idea and “People’s Choice”, the latter based on votes by the public at the awards performances and during the following exhibit at the Arts Centre.

The Wearable Art Awards, begun in 2002, are presented by the Port Moody Arts Centre Society – with support from businesses and sponsors who currently include the City of Port Moody, the City’s Spirit Committee, the BC Gaming Commission, the Port Moody Arts Centre, Pacific Coast Terminals, Andrew Peller Ltd., and Pasta Polo – to encourage local, Canadian and International artists of all mediums to submit evocative, imaginative and thought-provoking creations for the human body. The imaginations of the participating artists are the only limits on entries.

The works are juried in a three step process, initially by electronic submissions, then by a panel of jurors drawn from the fashion and textile arts industry. Each piece is examined for its creativity, originality, skill in construction and conceptual idea. The final jurying takes place at the performance presentations.