



WILD & SNEAKY ART™ FESTIVAL
Celebrating the artist in EVERYONE, with wild and surprising results*#!

NELSON, OCTOBER 2010 - LET YOUR INNER ARTIST SNEAK OUT

BOLD NEW ART GENRE AND FRINGE EVENT RECEIVES COUNCIL FUNDING.

A surprising new locally born art genre is about to sneak into NELSON to celebrate the inner artist in everyone. WASA!™ (Wild and Sneaky Art™) is Nelson's new creative fringe festival "wild child" scheduled to make its debut over 9 days in October 2010.

WASA!™ has received sponsorship funding for this year's event from the Nelson Events Marketing & Development Programme, funded by the Nelson City Council. Sponsorship funding will be used to develop and market the event. The Nelson Events Marketing and Development Programme is funded by the Nelson City Council to stimulate Nelson City's economy in the shoulder and off seasons, by bringing new spending through visitors coming to Nelson for distinct events.

WASA!™ will be a festival that celebrates creativity in its wildest and most surprising forms. It will offer a wide range of fun, creative activities and remarkable experiences to watch, or preferably experience first hand. The 9 day festival will offer a mix of free public events, ticketed iconic celebrations, workshops, competitions and more.

IT'S ABOUT NELSON

"There is an enormous wealth of creative talent here and we feel our region has potential to make a big original new art genre creativity statement that further strengthens our image as a creative region people love to visit and benefits a broad cross section of the community," says Nickola Blunt, Festival Director. "This is an event that wants to stay in Nelson, we think Nelson is the perfect region for WASA!™. We want to see the whole community involved because creativity is for everyone. WASA!™ is about the fun and joy of giving yourself permission to try all those new creative experiences you always wanted to do. The 'Wild' and 'Sneaky' challenge for Nelson and its regional visitors is to surprise even ourselves as to how creative we can be. We envisage people attending events and taking a finished work of art home to hang on their wall.....or better still, people designing something to liven-up their own wall, fence or even mailbox. It's not just about visual art, it's about all arts, mixing your media, getting outside the square creatively and not being afraid to try something new, like put down a track/record music with friends.

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 Nelson City Council
te kaurihera o whakatū

SUPPORT FROM OTHERS

"We are extremely grateful to the Nelson Events Marketing and Development Sponsorship Fund for assisting us to let this event sneak/get off the ground, without this assistance it would be so much more difficult start an event" says Nickola. "We want to acknowledge and celebrate all the remarkable creativity in Nelson/Tasman already. Our many local artists, The Nelson Market, Nelson Arts Festival, the Victory Community, the World of Wearable Art and Classic Cars Museum, The Recycling Centre Robot, great retail creativity in businesses such as Go Clothing, Global Soaps, Coastal Trader, Palm, Shine and Eclectic . Also Auckland Point School's Dinosaurs in the Park Exhibition, Refinery Art Space, the hanging flower baskets on our main streets and the numerous other creative expressions that enrich this remarkable region for us all. No other region in New Zealand has as much to offer creatively and we believe WASA!™ will help reinforce Nelson's position as New Zealand's creative epicenter."

QUOTES

"At last we have some farsighted people in Nelson who recognize, that the time has arrived to Celebrate and Yahoo the very real fact that it's time we hailed, applauded, lauded, the essence of what makes Nelson truly special. Its Creative People.

What is truly magnificent and timely about this project is that it is to be done from the place of Quirky Fun and Loads of Laughter. At a time when many feel burdened by the economic situation and the Fear Factor which pervades our newspapers and viewing media every day – here in WASA!™, is going to be generated the living and lasting proof of the wonderfully Humorous, Artistic, Heartfelt Essence that Speaks from the People of Nelson."

Catherine Callaghan www.dancemoves.co.nz

"I am excited about WASA!™ already. One only has to look at the way our communities collectively engage in participatory events such as the Masked Parade to glimpse the latent creative energy and enthusiasm that exists in Nelson.

This concept has the potential to establish an open platform upon which people, from all walks of life, are able to unleash their creativity without judgement, inhibitions or for any other reason other than 'art for funs sake'.

The fun of being wild and sneaky is WASA!™s' crucial point of difference, opening doors and enabling access for people to make their own appropriate creative contribution regardless of ability or circumstance.

In attempting to re-define pre-conceived boundaries around what art is, and who is artistic, WASA!™ has the potential to engage and celebrate people in their 'everyday lives'. WASA!™ is effectively endorsing an 'artistic licence' for everyone, if communities embrace this concept and its' goals become reality, we could be seeing an enhanced collective cultural identity where 'everyday life' may never be quite the same again.....

"Life Jim, but not as we know it"****"

Lloyd Harwood, Arts Council Nelsons' Community Arts Manager

END

For more information on WASA!™ please contact: Nickola Blunt on 021 547 091 or 03 547 0019

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For further information regarding the Nelson Events Marketing and Development Programme, please contact: Victoria Bruce-Miller or Paul Davis, Nelson Tasman Tourism on 03 545 6228. Email: Victoria@NelsonNZ.com

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