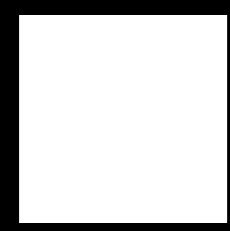


Presented by Arts House for
Festival of Live Art

4-8pm, Wed 14 – Sat 17 Mar &
Wed 21 – Sat 24 Mar
12-4pm, Sun 18 & 25 Mar
Accessibility:
Auslan Interpreted – 4-8pm,
Fri 16 Mar
Audio Description – 4-8pm,
Fri 23 Mar

Adele Varcoe
Lead Artist
Matthew Bird (StudioBird)
Artist & Architect

Dylan Sheridan
Sound Designer
Lisa MacEachern
Graphic Designer



Wowzzzee

Adele Varcoe



For the past seven years I have worn a onesie – weddings, yoga, the supermarket, you name it – I was there in a onesie. It began quite spontaneously; I was clearing out my wardrobe and stumbled across a hot pink onesie I made during a swimwear class. I put it on and wore it to work for a laugh. People approached me on the street asking, ‘where are you going?’, ‘What’s this about?’ The onesie became an invitation to engage and talk about fashion. It amplified the impact clothes had on my everyday life and drew attention to how others affected the way I felt in what I wore.

I was interested in what happens when one person wearing a onesie becomes 500 people wearing a onesie. How does that shift the way we perceive a garment and interact with each other? I’ve noticed from my own onesie wearing activities that a onesie with sequins is the most inviting and the

biggest conversation starter with a common comment being ‘WOW!’

This project invites you to wear a Wowzzzee (a onesie with the WOW factor) with us. It is an exploration into how we choose to wear a garment and the social pressures, reactions and desires that come with it. Fashion is something we all participate in and without our participation fashion cannot exist. The Wowzzzee making factory and shop is driven by your desire to be part of the Wowzzzee wearing pack and without your desire, 500 Wowzzzee’s will not be made.

Wowzzzee draws attention to how we affect each other’s desire to wear a garment, but also the way clothes affect our social experience – when you leave Arts House in your Wowzzzee, life won’t feel quite the same.