



# Joint PRESS RELEASE



## The IWTO World Wool Award 2005 Judges select – the best in wool!

**IWTO today announces the winners of the first World Wool Award during the IWTO Congress in Hobart, Australia**

*Hobart/Brussels (19.04.2005)*

During the 74th IWTO Annual Congress held from 18 to 23 April 2005 in Hobart (Australia) the International Wool Textile Organization (IWTO) announces the winners of the first World Wool Award (WWA). Sponsored by The Woolmark Company, the award has been introduced to celebrate wool's unique natural performance properties and versatility, to encourage its future use through research and innovation into new product developments and the marketing and promotion of wool values.

During the Awards Ceremony, held at the official opening evening of the Congress, IWTO President Mr. Juan Casanovas and CEO of The Woolmark Company, Mr. L. Peter Wilkinson, presented the trophies and diplomas to the laureates. As part of the award prize, the winners were also awarded:

- Free participation in the IWTO Annual Congress held in Hobart, and
- An exhibition area at the IWTO Congress to show and promote the winner's project.
- International exposure via the IWTO website for one year, where IWTO presents details of all the awarded projects including Certificates of Merit on its website [www.iwto.org](http://www.iwto.org).

The first edition of the World Wool Award attracted entries from over 100 projects representing more than 20 countries from all continents. Split into three categories, the competition was open internationally to students, trainees and professionals from textile/fashion universities, academies and schools, companies and institutes.

An international and professional Jury panel, including leading journalists, marketing specialists, designers and entrepreneurs, evaluated and selected the award winners and certificates of merit:

### **Fashion & Design**

**Winner:** Mrs. Hannah Shaddick, UK, 'A Gentleman's game'

**Merit:** Mrs. Seung Hee Lee, UK/South Korea, 'Classic and contemporary'

**Merit:** Mrs. Salla Kangasniemi, Finland, 'Aura'

### **Marketing & Promotion**

**Winner:** Mr. Heinrich Oberrauch, Italy, 'The World of Loden'

**Merit:** Mrs. Luciana Marrone, Argentina, 'Redesigning the future of the wool in Argentina'

**Merit:** Mr. Ruben Contreras, Argentina, 'Guenguel'

### **Concept, Innovation & Extension**

**Winner:** Mrs. Deborah Loxam-Kohl, Canada, 'Three-Dimensional Form Felting Machine'

**Merit:** Mrs. Tehri Kuusisto & Mrs. Paivi Kovanen, Finland, 'Kila & Ilka'

The overriding message from the jury members was "*We need more emotions. Give wool a feeling, give wool a heart*", emphasising the need to combine style and fashion in marketing strategies that promote wool's presence in the marketplace as a premium fibre.

IWTO President Mr. Juan Casanovas said, "*IWTO is committed to promoting a bright future for wool together with stronger partnerships within the wool textile chain and the World Wool Award project is an important component part of this strategy.*"

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