



chasing the dream

Made in the USA by the Aussie chick. It's an edgy slogan that sums up Jodi Wise's ('87) approach to her clothing label. But designing innovative and bold "wraps" as accessory pieces to "glam up" the casual jean and T-shirt look, is only one of her passions.

Since leaving school, Jodi – who earned a Bachelor of Fine Arts at the University of Western Australia and a Masters of Fine Arts from the Arts Educational School in London – has pursued work in film and theatre. Along the way she began to create a unique fashion style, culminating in the 2003 launch of her first Jodi B Wise collection.

From London Jodi moved to Sydney, where she continued to work in theatre and began acting in film and television, appearing in local programs for the ABC and SBS. Among her Australian film credits is *Car Crash* directed by David Caesar. In Los Angeles she founded the Fallen Angels theatre company and produced and acted in various productions at the Met Theatre.

Jodi received her first lead role in a feature film, *Lithium*, for Showtime. Over the next few years she continued to book leading roles in films including *Submarines* and the Miramax/Dimension film *Final Encounter* which were both filmed in Europe. She also played a supporting role in *Go*.

She says she loved the experience of working on location. "You are so

removed from your everyday life. You just live and breathe the film and on top of it you are experiencing a whole new culture," she said.

Jodi's TV credits include *Newsradio*, *Beyond Belief*, *Felicity*, *Late Night Madness*, *JAG* and *Navy NCIS*.

Meanwhile, Jodi who believes that each item of clothing we wear should be an art piece in and of itself, also expanded her line to include a range of tops which mirror the simple wrap effect. Her collections reflect the strength and elegance implicit in the spirit of women. Each piece is one-of-a-kind and made from stunning woven tapestry.

A recent interview with Jodi is published below:



Can you tell us about life in LA?

I have been living here for 10 years. The great thing about it LA is it is what you make it. If you want to have a relaxed, mellow time you can. If you want to go out every night and live in the fast lane, you can do this also.

When I arrived I expected it to be a lot more glamorous – but it really looks like a big, spread out Perth. It has the

beaches and the same climate, just a lot more cars and people!

There is no line distinguishing work from play so people are always "on". It is not uncommon to go to a party and everyone is talking about the Entertainment industry. The good thing however, is that everyone is a writer, actor, producer, director etc so there is no stigma attached... everyone is chasing the same dream. As a result, my experience has actually been very supportive from everyone I've met.

Everybody is passing on the number of someone to everyone else in the hopes of making a connection and getting work. Ambition is certainly not frowned upon here and I love that about the city. A lot of actors work in bars/restaurants to supplement their income. I worked in a popular one for three years where, yes, I saw many celebrities. Most of them are pretty nice. My favourite was George Clooney – he just made every girl melt and stutter!

Can you tell us more about your chosen careers?

When I first came to LA, I started up a theatre company with two other girls and we produced three productions. It was an amazing experience being both actor and producer. I then started to work in TV with roles,



Jodi models one of her handmade wraps.

in commercials and voice over.

Last year I returned to theatre doing two productions. I have also been involved in a production for the past 12 months by a theatre company called *Guerilla Theatre*. They perform everywhere except in theatres! The production is *banned plays* – pieces from plays that have been banned over the years for being too controversial. My last film job this year was a role in the new Chris Nolan movie *The Prestige*. I play one of Hugh Jackman's assistants. It was an amazing experience and he is the nicest person you could ever meet. He asked me if I was from LA and cracked up when he found out I was from Perth! The highlight was definitely sitting in the makeup trailer with Hugh Jackman, Michael Caine and Christian Bale. I remember thinking: "I could get used to this!"

Do you divide your time equally between acting and designing? How do you manage both passions?

I try to but it is not always that easy. Sometimes one demands my attention more than the other. Also I naturally focus on whichever is giving me more love. My goal this year was to do both equally and successfully. Joanie Mitchell once said: "If only someone told me I could have been a painter and a singer". I know I have chewed off a lot however I think it is healthy to have more than one thing to focus on and more than one creative outlet.

What are your tips on the latest clothing trends and fashions?

I am not always one to follow the trends as I like to dress a little differently. However polka dots and wide

per ardua



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leather belts around the waist over sundresses are the "in" style at the moment. I also hear green is the big colour for summer. I think my clothing has done very well because it is a concept more than a design and people are always looking for something a little different and original.

Meg Dyson ('87) is the rep for the Jodi B Wise label in Perth. Email meg@planet3.com.au for local stockists or visit jodibwise.com

HAVE YOUR SAY!

If you want to have your say in the Collegian events organised for 2007 come to the Sundowner...

Monday 24 July, MLC Meeting Room, 7:30pm

If you can't be there, feel free to post your opinion at MLC Collegians' Online, accessed through the Collegians tab at www.mlc.wa.edu.au

top SCHOLAR

Sarah Ford ('01) received Curtin University Business School's premier award on 9 May.

The Ken Hall Medal is awarded to academically best honours graduating student in the Curtin Business School.

Receiving the award was the culmination of a successful time at Curtin, where Sarah attended on a John Curtin Undergraduate scholarship.

During her tertiary studies, Sarah enjoyed an impressive number of accolades including:

Member of the Vice-Chancellor's List on five occasions, the Chamber of Commerce and Industry of WA Prize

during second year, the Australian Stock Exchange Prize during third year, the Evan Morgan Memorial Scholarship Prize for the best full-time enrolled honours student, the Economics Society of Australia WA Branch Prize for the best graduating Economics honours student and the West Australian Treasury Prize for the best honours or postgraduate student in Public Economics.

Sarah is currently working as an economic analyst at the Reserve Bank of Australia in Sydney.



Mandy Hudson, Head of Society & Environment, was one of Sarah's special guests at the ceremony.