

ITS 2021 IS BUILDING THE ARK

The Ark of Creativity Video series, contest and event

In due time we will look back at this year as the strangest our generation has ever known.

Stop. Reset.

Choosing not to hold the usual event, we have started to build the future. Without pausing the present.

Full steam ahead building Arcademy here in Trieste and continuing supporting young talents with our partners.

ITS ARCADEMY

Building the Ark: is a journey. 20 years in the making of ITS with the international community by our side, leading up to this moment of building **ITS Arcademy**, the **Ark of Creativity**. Construction started in 2019, battling incessantly through complex moments with challenging limits and need to bridge the void of human contact and physical distance: ITS Arcademy a space **blending exposition and learning**, inclusive for all, opening in 2022. ITS Arcademy is Academy, Ark and Archive.

Foundations are grounded in **ITS Creative Archive**, a unique archive of contemporary Art, a cultural and social-economical resource opening a dialogue with creations/art pieces of yesterday, today and tomorrow. A growing collection, that currently houses **18 000 portfolios**, over **325 outfits**, **152 accessories**, **103 jewelry pieces** and over **700 photography projects**.

This is our commitment to **save creativity**, to reveal the art in artistry: to **preserve, show and share** at the same time open to all (from professionals from fashion and design to the wider public, for the young and not so young from businesses to individuals) to **join in and learn, getting lost in the wonder of creativity**.

*"I hope that we can look back in 10yrs time with a sense of accomplishment and respect for all we have achieved this year: building Arcademy is also our answer to the crisis and changes that bring about renewal – affirms **Barbara Franchin** - because under one roof we will converge two decades dedicated to prosperity through creativity. In a situation that remains critical we felt compelled to contribute to one of the most hard hit sectors, and thanks to our partners we can continue supporting young talents to launch in the future."*

THE COMPETITION

The future grows from the present. We will keep pursuing our mission in supporting young talents, in this particularly difficult moment for the academic world, we feel the need to enforce and affirm our support for new generations.

With support from **Regione Friuli Venezia Giulia, Promoturismo FVG and ITS Partners** this year, we'll launch a competition open to students from fashion design schools. We will be assigning 3 prizes, 10.000 euro for **ITS Responsible Creativity Award powered by Allianz**, the **OTB Award** of 20.000 euro and the **Swatch Art Peace Hotel Award** for a prize of 10.000 euro.

The winner of the **ITS Digital Fashion Award** will receive a cash prize of 3.000 euro.

The **Lotto Sport Award** will assign 3.000, 2.000 and 1.000 euro respectively to three winners who developed a sneakers project.

The **ITS Fondazione Ferragamo Award** offers one footwear applicant a cash prize of 5.000 euro and the opportunity of an internship in the Company's Creative Department.

A **Special Mention by Vogue Talents** will be awarded to a fashion, accessories or jewelry finalist. The winner's collection will be featured on the Vogue Talents website.

Winners will be announced this October.

THE SERIES

We learnt how to communicate in a hybrid way and this forced us to boost creative efforts that lead to discovering new frontiers/horizons. Which is what we did in October 2020 for the last edition of the ITS Contest event - to **kindle human connection**, and we are doing it today, by running a programme - between May and October - a video series, **7 episodes** and **7 complementary insights**.

Each episode will be a **creative collaboration between a Partner and ITS Contest ex-finalist** and will develop along three main outlines - **"The Family" with OTB, "The Heart" with Swatch and "The Future" with Allianz** - starting from a brief for the creation of an outfit, accessory or artwork piece, which will then become a part of the ITS Arcademy exhibition.

Building of the Ark is a behind the curtain view of **metamorphosis from ITS Creative Archive into ITS Arcademy**. Telling the story of **20 years of the ITS Contest**, the **values and unique experience**, through the voices of our partners and ITS community and combined with virtual, 3D and dreamlike features. The series will be available on the YouTube channel and ITS web.

Friuli Venezia Giulia

The region of **Friuli Venezia Giulia** will take center stage in the video series.

The **Fontanon of Goriuda**, the **Basilica of Aquileia**, the **Castle of Miramare, Grado** and the **Faro Rosso di Lignano Sabbiadoro** are not just locations but integral characters in the story.

The locations are among the most **breath taking, extraordinary and characteristic** of our region and were selected in collaboration with **Promoturismo FVG**, the destination management organisation of Friuli Venezia Giulia.

The trilogy FVG, ITS and Creativity is reinforced: Friuli Venezia Giulia region was awarded "Best creative destination in Italy" by the Creative Tourism Network, in the category "Regions", with a project run by Promoturismo FVG linked to ambassadors.

ITS 2021 Building the Ark is organised in agreement with **Comune di Trieste** and **Friuli Venezia Giulia**.

"Real courage is not just about having a vision of a bold and spectacular project but is the ability to conscientiously bring it to life: during these challenging times ITS is showing bravery, shaping itself to maintain creativity central for young talents to gravitate towards, but also emphasising the territory in which it was born, even without vital interaction in person. Friuli Venezia Giulia will be the backdrop for a video series that will show two decades of ideas, creativity, fashion, talent, business and contacts that ITS has developed. I think this is just right for to celebrate what has been while awaiting for the much anticipated twentieth anniversary in 2022".

Massimiliano Fedriga, governer Friuli Venezia Giulia

THE EVENT

This virtual journey will accompany us to October when we will present the 2022 calendar: **20th Anniversary of ITS Contest** and ITS Academy **opening**, new brand identity, the Scientific Committee and Partners – institutional and private.

During the event we will announce the winners of the contest.

PARTNERS AND PATRONAGES

“As a group we care for and continue to foster and support young creatives from all over the globe. In these unique times, when physical presence is not possible, we use the vast possibilities of the digital world to continue to scout, meet, encourage and give opportunities to best and bravest of talents. Our enthusiasm is as strong as ever, and we look forward to nothing but the most challenging creativity and vision. Only The Brave.”

Renzo Rosso, President of OTB

OTB is an international fashion group, the parent company of iconic fashion brands Diesel, Maison Margiela, Marni, Viktor&Rolf, Amiri and state-of-the-art companies Staff International and Brave Kid. The mission of OTB is to build brands for a new breed of consumers - enabling development, challenging the rules and fostering creativity. The group finances several initiatives aimed at discovering new creative talents, such as ITS, supported by OTB since the very beginning.

“We join this new ITS project: “Building the Ark” with great enthusiasm. It is a remarkable positive adventure, in which Swatch and the Swatch Art Peace Hotel will put their heart into, as always. Creativity, storytelling and willingness to break the boundaries are the most powerful weapons against all distance - and the strongest means to bring people closer. All aboard, let this new journey of the heart begin!”

Carlo Giordanetti, CEO, Swatch Art Peace Hotel

Since its creation, conceived as a universal, democratic object, Swatch has been thriving on diversity, multiplicity, dynamism, inclusion and positive energies that intertwine, feed on each other and multiply. In this vein, in 2011 **Swatch Art Peace Hotel** was launched in Shanghai: a remarkable position, in the heart of the most dynamic and vibrant of Chinese metropolis, a unique space in terms of dimensions, style and capacity, expressly conceived for artists of all generations, from all countries and all disciplines, that will make here their ‘home’ for a few months and have the chance to carry out their work and express their talent, meet other artists, exhibit their creations and interact with the local art community.

To date the Hotel has housed in Shanghai 400 artists from 51 countries. Five of them were the recipients of the ITS/ Swatch Art Peace Hotel award in previous editions of the contest.

Lotto is the leading footwear and sportswear company, synonymous with Italian style, Innovation and Design. Founded in 1973 to produce tennis and soccer shoes, over the decades the best teams and athletes all over the world have endorsed Lotto’s shoes and apparel. Today the brand honours its history and sportive heritage to define the style of the future.

Allianz Italy is one of the leading Italian insurance groups and is part of the Allianz SE Group, a world leader in insurance and asset management, with over 150,000 employees serving more than 100 million clients in over 70 countries. In Italy, the second insurance market for the Group after Germany, Allianz Italy operates with approximately 4,500 employees serving more than 7 million customers, through a multi-channel distribution network consisting of over 25,000 insurance agents, their collaborators and financial advisors, important bancassurance agreements and direct insurer Allianz Direct.

Our website www.itsweb.org runs on technologies and services provided by **Develon**, internet partner of ITS 2021. Develon is a group of companies focusing on UX design, digital business strategy and technological innovation for digital channels.

With a like-minded commitment to the culture of creativity, ITS 2021 Building the Ark runs under the patronage of **Vogue Italia, Pitti Immagine, Camera Nazionale della Moda Italiana, Fondazione Ferragamo**.

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