

ITS 2021 Building The Ark, a video journey of discovery - the intimate creative process of a designer. First episode on May 28.

A series of seven chapters and seven insights, starring three ex finalists together with OTB, Swatch and Allianz, partners of the project.

ITS - International Talent Support launches **Building the Ark**. A web series coming out on the [ITS Youtube channel](#) from the 28th May, when the first episode will go online.

A series of **seven episodes** and **seven insights**, a story involving three **ex finalists**, all ITS prize winners, connecting each of them to a partner of **Building the Ark: Noa Baruch** with **OTB**, **Justin Smith** with **Swatch and Swatch Art Peace Hotel**, and **Olivia Rubens** with **Allianz**.

The Family, The Heart and The Future, three themes, three innate values from the twenty years of ITS history make the narrative frame of the projects the ex finalists will create using the brief given by each partner.

The videos will take the public deep into the creative world, entering into the lives of the three designers, with an attention to detail that has not been reached in the twenty years of ITS history. We will see their faces, share their emotions, discover their workplaces, watch their hands work... Every episode will be an exciting journey getting to know their personality, their **search for aesthetics** and **creative process** that represents them, understanding how to integrate this into the development of the brief received.

Seven insights to get up closer to the ITS world.

The three items created (an outfit, an accessory and an artwork) will become part of the **exhibition space in ITS Arcademy**.

BUILDING THE ARK STARRING:

“Diesel And Noa Baruch Create For Its Family” - Noa Baruch (ITS 2020).

Noa will create a total denim look for **Diesel** to express the sense of belonging to ITS community. A versatile, sustainable, genderless look ready to be passed around other ITS family members.

“(HE)ARTwork for the ARK” - Justin Smith (ITS SIX).

Swatch Art Peace Hotel invites Justin to create an object conceived and made with the heart, freely, following the flow of emotions. An artwork aiming to become a strong expression of identity and carrying a positive message of energy and creativity.

“Breathing Garment for the Future” - Olivia Rubens (ITS 2020).

The brief shaped together with **Allianz** asks Olivia to explore the future concept of living clothes through a complete outfit. Looking at the evolution of ITS Arcademy, the link between the past and the present and what it will become.

FRIULI VENEZIA GIULIA LOCATIONS

For years **ITS** works with the convicted support of the territory, full synergy, with the objective to introduce the city of Trieste and the Region Friuli Venezia Giulia to its international network.

Building The Ark will join the discovery of creativity of the three talents involved with the spectacular locations of the region. A magical itinerary through dream and reality, sewn together with strands of beauty. The dramatic regional landscape will be a strong feature in the series: the **Fontanon of Goriuda**, the **Basilica of Aquileia**, the **Miramare Castle**, **Grado** and the **Lignano Sabbiadoro Red Lighthouse** become characters in the story. Iconic settings chosen in collaboration with **Promoturismo FVG**, a destination management organisation of Friuli Venezia Giulia.

THE EVENT 2021

This virtual journey through the series **Building The Ark will accompany us from May until the event in October** when we will reveal more details of ITS 2022: The **20th Anniversary of ITS Contest** and **ITS Arcademy opening**, new brand identity, the Advisory Board and Partners – institutional and private - that will be backing the project. During the event we will announce the winners of **ITS 2021** contest. Entries open for talents worldwide, from 5th May and will **close on 24th June**.

ITS ARCADEMY

The long road towards **ITS Arcademy, the Ark of creativity** continues with the web series. ITS Arcademy will be an **exhibition space and a place of learning opening to all in 2022**.

Save Creativity! This is the categorial imperative at the foundations of the project ITS Arcademy.

“Our ark is about the culture of creativity - explains **Barbara Franchin**, ITS Founder - *a seed can be vital to continue to prosper ideas and imagination. In Arcademy everything is possible: because every grain of creativity saved can evolve in our minds and hands growing into a new tree*”.

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**. A treasure chest that has captivated the most eclectic figures in fashion, design, art, journalism and culture. Located in the prestigious headquarters of a bank, with its own vault and security measures that can guarantee long life to precious objects.

The **singularity of this rich archive**: its accessibility makes it an **infinite resource**. Sustainable energy for users from creative fields – or a wider public, the only condition being to reserve time to listen, imagine and follow the creative course. **ITS Arcademy** wants to **circulate** knowhow and experience, ‘reveal the art in artistry’, **save, show and spread**.