

ITS Contest and ITS Arcademy Go Borderless: Fondazione ITS Announces a Year of Boundary-Breaking Creativity, in the Spirit of GO! 2025 Borderless – Nova Gorica Gorizia, European Capital of Culture

- Fondazione ITS dedicates its 2025 programme to the theme of overcoming physical and cultural barriers, as well as the self-imposed limits of the human mind. The focus is on creativity in its many forms.
- Now in its 22nd edition, the ITS Contest continues to be a launchpad for designers from around the globe, with nearly 900 participants from 75 countries. In March 2025, it will welcome a new generation of emerging talents for a creative residency. Among the partners are OTB, Swatch, and EssilorLuxottica.
- The upcoming exhibition at ITS Arcademy - Museum of Art in Fashion, opening in March 2025 and curated by Olivier Saillard and Emanuele Coccia, celebrates emerging design talents and fashion's ability to transcend borders and create a universal language. The exhibition will feature the works of 25 emerging designers and celebrate everyday garments.

Trieste, 11 November 2024 – A creative residency for ITS Contest designers, featuring some of the most promising emerging talent from around the globe; exhibitions that bring fashion to life in the halls of ITS Arcademy (Italy's first museum dedicated to contemporary fashion) and out onto the streets of Trieste; and educational initiatives infused with creativity. Fondazione ITS is shaping its 2025 programme around *Borderless*, the central theme of **GO! 2025 Nova Gorica Gorizia European Capital of Culture**.

Borderless is a call to break down all barriers—not just the physical ones, but also the differences, fears, and insecurities that often hold us back. It's about viewing obstacles as opportunities for connection rather than division, embodying the spirit of the 2025 European Capital of Culture. It's an effort to forge new relationships and share knowledge, a driving passion that has always been at the core of Fondazione ITS' mission.

“Creativity knows no boundaries, and Fondazione ITS has always created spaces where it can flourish freely. This is why we are happy to join in with the celebrations of GO! 2025 Borderless, because we believe that art and talent can help to transcend any kind of barrier, be it geographical, cultural or social. Our wish is that the ITS Arcademy programming, which brings together local creative young people and attracts top international talents and experts to our region, will inspire everyone to express themselves, build a creative dialogue, and grow together. Today more than ever, culture has a profound impact on society and the territory, creating fertile ground for new ideas, collaborations, and future exchanges.”

Barbara Franchin, Fondazione ITS President

The projects enjoy the support of the **Friuli Venezia Giulia regional government**.

"We are proud to support a project such as ITS Arcademy, which represents not only a creative and educational excellence for our region, but also a laboratory of cultural contamination and innovation. The 'Borderless' theme embodies the spirit of GO! 2025 perfectly, an event of extraordinary importance which looks to the construction of a more open, inclusive, and connected future between Friuli Venezia Giulia and Slovenia. ITS Arcademy, with its exhibition, educational, and artistic projects, encapsulates a tangible example of how creativity can become a driving force behind cultural and economic development, showcasing the heritage of our region and generating new opportunities for young talents. Our ambition is for this dialogue between creativity, culture, and territory to become a bridge between communities and an international benchmark."

Massimiliano Fedriga, President of Friuli Venezia Giulia Autonomous Region

ITS Contest 2025 Borderless

You can't stop your mind from wandering - human imagination knows no limits. It explores freely, expanding and crossing boundaries, speaking no single language yet all at once. Embracing every culture, every idea, every vision. Making new ones. Creativity has always been our domain, a universal land of perpetual motion and peace. Now, more than ever, ITS Contest is Borderless

[WATCH THE ITS CONTEST 2025 BORDERLESS VIDEO](#)

ITS Contest, the international platform which since 2002 has identified and promoted the most interesting contemporary design talents from every continent, is launching the 2025 edition, **Borderless**. The finalists, **selected from nearly 900 applications** representing **75 countries**, will be announced in late November. A new generation of creatives following in the footsteps of the many designers that the ITS Contest springboard intercepted at the beginning of their careers, including Demna, Matthieu Blazy, Chopova Lowena.

Each of the 10 finalists of the ITS Contest 2025, selected by a panel of experts, designers, and prominent personalities from the world of fashion and culture, will

- Receive the **ITS Creative Excellence Award**, valued at **€10,000**
- Be invited to a **10-day creative residency** spanning Trieste and iconic sites in the Friuli Venezia Giulia region of Italy
- Enjoy **10 months of exposure** in a ITS Arcademy Museum of Art in Fashion's **Borderless** exhibition showcasing the new generation of emerging talents

Additional awards include

ITS Public's Choice Award of €5,000 awarded in January 2026 to the winner chosen by the public of the "Borderless" exhibition.

The **ITS Fashion Film Award** of €3,000 assigned to the best Fashion Film entry.

Beyond the awards, finalists will gain access to creative and professional development opportunities through a series of exclusive **Experiences**, developed in partnership with organisations and brands that share Fondazione ITS's dedication to nurturing talent and supporting the next generation of creatives.

I Partner di ITS Contest

Io Sono FVG: I am Friuli Venezia Giulia. ITS Contest 2025 is proud of its roots in the Friuli Venezia Giulia region and of its role in shaping the cultural future of the territory. Embracing the spirit of cultural exchange that defines this region, ITS Contest serves as both a collector and creator of new cultural perspectives. ITS Contest 2025 is supported by the **Friuli Venezia Giulia Region and Promoturismo FVG. #iosonofvg**

OTB is an international fashion group comprising brands Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. It also controls the Staff International and Brave Kid companies and holds a stake in American brand Amiri. OTB – short for "Only The Brave" – believes in the possibility of pushing beyond the frontiers of fashion and style, expressing the innovative spirit and uncompromising courage of its Founder and Chairman, Renzo Rosso. With around 7,000 employees worldwide, the Group is founded on a digital approach centered on the consumer, a concrete long-term commitment to the creation of a sustainable, technologically driven business, and close attention to social issues through the OTB Foundation.

Since the first edition, OTB and Renzo Rosso have chosen to support the international ITS Contest, confirming their mission to support emerging designers from all over the world, encouraging their creativity and talent and promoting their growth and training in direct contact with professionals of the sector.

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 the **Swatch Art Peace Hotel** opened 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 and interact with the local art community. Since its opening, the Swatch Art Peace Hotel has been hosting more than 540 artists from 58 countries. Ten of them were recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest.

Vogue Eyewear by EssilorLuxottica

Vogue Eyewear - www.vogue-eyewear.com

EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. With over 190,000 employees across 150 countries, 650 operations facilities and 18,000 stores, its mission is to help people around the world to see more and be more by addressing their evolving vision needs and personal style aspirations. EssilorLuxottica is home to the most advanced lens technologies including Varilux, Stellest and Transitions, the most iconic eyewear brands including Ray-Ban and Oakley, the most desired luxury licensed brands and world-class retailers including LensCrafters and Sunglass Hut. The company's OneSight EssilorLuxottica Foundation has given access to sustainable vision care to more than 760 million people in underserved communities.

ITS Contest 2025 is organised by **Fondazione ITS** with the patronage of **Camera Nazionale della Moda Italiana, Fondazione Ferragamo, Fondazione Sozzani, Modateca Deanna, Pitti Tutoring & Consulting** and **WRÅD**.

The **Camera Nazionale della Moda Italiana** is the non-profit association that disciplines, coordinates and promotes the development of Italian fashion. It represents the highest cultural values of Italian fashion and aims to protect, coordinate and enhance its image, both in Italy and abroad.

Fondazione Ferragamo was established in 2013 with the aim of making the new generations aware of the values of craftsmanship and Made in Italy according to Salvatore Ferragamo's work. The main purpose is to inspire young talents to pursue their creative dream.

Fondazione Sozzani is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. Since 2021, under the creative direction of Sara Sozzani Maino, the Fondazione curates projects dedicated to education, responsibility and awareness and supports the next generation of creatives.

Modateca Deanna, International Centre for Fashion Documentation, gathers and promotes the identity of the knitwear factory Miss Deanna, founded by Deanna Ferretti back in 1950. Modateca, research and creativity hub, under the leadership of Sonia Veroni, promotes the Italian Knitwear.

The **Tutoring & Consulting Direction of Pitti Immagine** supports designers and brands in their professional and creative development with orientation and consultancy activities.

WRÅD is a design studio for the sustainable evolution of the fashion industry. The collaboration with ITS supports the creativity of those who act for the realization of better systems - ethical and responsible.

Borderless and Beyond Borders - The initiatives leading up to GO! 2025

Fondazione ITS is launching four projects, created with the collaboration and support of the **Friuli Venezia Giulia Region**. They expand on the meaning of **Borderless** - the theme of **GO! 2025 Nova Gorica - Gorizia European Capital of Culture 2025**, played out through artistic and creative expression and transcending geographical, cultural, social, and physical borders.

The artistic residency - ITS Contest Residency Go! 2025

For more than 20 years, ITS Contest has been one of the world's most important platforms for design talent. From 9 to 19 March 2025, the ten ITS Contest 2025 finalists will have the extraordinary opportunity to participate in an artistic residency in the spaces of ITS Academy, with a series of panels, workshops, and activities shared with outstanding tutors from the international ITS network. They will also discover iconic locations in Friuli Venezia Giulia such as Villa Manin, where they will be able to attend tutoring sessions and workshops and experiment on a journey of discovery of the region's know-how and excellence. An opportunity for exchange and growth, to develop their skills and open up new horizons together.

The exhibition Fashionlands: Clothes Beyond Borders

On 27 March 2025, ITS Academy will present "Fashionlands: Clothes Beyond Borders," an exhibition project born from the second collaboration between fashion historian Olivier Saillard and philosopher Emanuele Coccia, following "The Many Lives of a Garment," currently on display at Italy's first contemporary fashion museum. The exhibition features 25 works by emerging designers from the ITS Academy collection set against the everyday wardrobe.

"Fashion knows no boundaries. Every item of clothing redefines the border between our body and the world around it. Every item of clothing negotiates the sensitive edges that join and separate us from all other bodies. All barriers in clothes are transformed into thresholds: spaces that have to be lived in and shared. This is why the political and cultural geography which, outside of clothes, separates and distinguishes nations, classes, ages, genders, and identities, becomes in the hands of fashion a single continent, an enormous Pangaea, a single common country, the country of Fashion. This year's exhibition aims to celebrate, through the ITS Academy archive collection, this ability of fashion to redesign the global political and cultural space. Fashion also knows no boundaries from another point of view: it is everywhere, it inhabits our bodies and our world without limits of space and time. It accompanies us at all times and in all places. This is why the exhibition also sets out to be an exploration of the most ordinary of clothes, those that no one sees very often because they are under other clothes, or those that are too visible and too banal to be celebrated."

Emanuele Coccia, co-curator

The exhibition is organised under the patronage of the **Italian Ministry of Culture**.

The GO! 2025 Borderless Urban Photo Installation

ITS Arcademy is extending beyond its physical walls. Starting from 17 January 2025, Via Cassa di Risparmio will be transformed with a striking photographic installation created for the museum by Massimo Gardone of Studio Azimut. Featuring images of ten garments crafted by the finalists of the latest ITS Contest, as part of the GO! 2025 Borderless project, this installation will foster an open, barrier-free dialogue between the museum, local residents, and tourists—offering a unique experience in the heart of the city.

The exhibition is co-organised with the **City of Trieste**.

The educational project - ITS GO! 2025 Borderless for FVG Schools

ITS GO! 2025 Borderless for FVG Schools is an educational project that involves students from **seven fashion colleges in the Friuli Venezia Giulia region**, offering them the opportunity to develop and express their creativity through workshops, guided tours, and the study and development of mini collections, all under the banner of borderless creativity and collaboration. Seven outfits are to be designed and developed, one for each college, which will become part of the ITS Arcademy Collection and will be exhibited to the public, **highlighting the creativity of the region's young creatives (and possible future designers)**.

ITS Contest + ITS Arcademy - A Creative Ecosystem

Within the ecosystem of Fondazione ITS, ITS Contest and ITS Arcademy work together in a virtuous cycle, identifying creative talents and nurturing and preserving their creativity.

The works of the finalists from past editions of ITS Contest—a global journey in search of talent that began in 2002—are collected and preserved by ITS Arcademy – Museum of Art in Fashion, Italy's first museum dedicated to contemporary fashion. This international exhibition space lies at the intersection of fashion, art, and culture.

The ITS Arcademy Collection is a design archive unique in the world, comprising 15,000 items, including visionary creative projects, garments, accessories, jewellery, and photographs. It features debut works by talents who are redefining fashion, forming a collection of extraordinary historical significance that traces the evolution of creativity in its most radical, artistic, and experimental expressions. Creativity drives change and opens new perspectives; safeguarding and showcasing it is an investment in our future.

Generali ensures the Future of the Collection.

Generali is the first private partner of ITS Arcademy, to support and protect the innovative projects of young talents who, with their creativity, do business. At its heart, ITS Arcademy has the Collection: the precious custodian of the ideas and projects of young talents, accessible to the public, an element of growth and innovation for the community.

Until 6 January 2025, it is still possible to visit the current ITS Arcademy exhibitions: **'The many lives of a garment'**, curated by **Olivier Saillard and Emanuele Coccia**, and **'Born to Create'**, dedicated to the finalists of the ITS Contest 2024.

*For information please contact
Fondazione ITS Press Office
T: +39 040 300589
pressoffice@itsweb.org*