

## ITS Contest 2023/24: 'Born to Create' Winners Announced and Upcoming Exhibitions at ITS Arcademy - The Museum of Art in Fashion.

- *The most promising emerging talents in international design have been announced in Trieste, Italy.*

- *Launched in 2002, ITS Contest stands as one of the foremost global accolades for fashion, accessory, and jewellery designers. It has played a pivotal role in propelling many prominent creatives into the spotlight.*

- *The Jury for this edition included founder Barbara Franchin together with a selection of distinguished experts, including Sara Sozzani Maino, Matteo Battiston, Chief Design Officer at EssilorLuxottica, from Valerie Steele, director of NY's The Museum of FIT, to Stefano Gallici, creative director of Ann Demeulemeester.*

- *The work of the contest finalists and winners will be the focus of a dedicated exhibition titled 'Born to Create', held at ITS Arcademy - Museum of Art in Fashion, Italy's first fashion museum, before becoming part of the museum's permanent collection.*

(Trieste) March 23, 2024 - **ITS Contest** is proud to announce the winners of its **2023/24** edition, "**Born to Create**", a celebration of innate creativity. For more than two decades, this international platform has been at the forefront of discovering and showcasing the most innovative talents in fashion, accessories, and jewellery design. The prestigious award ceremony took place in Trieste on March 22nd, 2024, marking another milestone in the pursuit of creative innovation.

ITS Contest introduced an innovative feature for the 2023/24 edition: the **ITS Residency Award**. This experimental workshop, hosted in the spaces of **ITS Arcademy - Museum of Art in Fashion**, provided 16 finalists, selected from **782 candidates across 65 countries**, the opportunity to interact with established designers and industry experts. Participants included **Demna**, Creative Director of Balenciaga; rising stars in accessory design for fashion, music, film, and TV **Justin Smith** and **Thomasine Barnekow**; Moncler designer **Sergio Zambon**; former ITS Contest winner, Japanese designer **Tepei Sugaya**; celebrity stylist **Tom Eerebout**; and **Sara Sozzani Maino**, **Orsola de Castro**, and **Matteo Ward**, who collectively addressed the complex issue of sustainability in fashion.

The Jury, assembled by founder **Barbara Franchin** and composed of international designers, curators, talent scouts, editors, and industry insiders, evaluated the creations of talents worldwide. "*These creatives, positioned to influence the future of fashion, accessories, and jewellery design, embody a generation that scrutinises both itself and the world with critical clarity. They shift from perceiving creativity as a subject to regarding it as an object, employing art as both a medium of expression and a challenge.*", says ITS Contest founder Barbara Franchin. "*Recognising the challenges posed by today's world, these young creatives seek solace and safety in their art. They engage deeply with rituals and folk traditions, embarking on a profound spiritual exploration of self-identity. Viewing craftsmanship as essential, they engage in meaningful dialogues about cultural inclusivity, framed by topics of immigration, integration, gender, politics, and social stratification. This is the dawn of a new era, grounded in a level of awareness never seen before,*" she concludes.

**The finalists' and winners' works will be featured in the "Born to Create" exhibition, running from March 28th, 2024 to January 6th, 2025 at ITS Arcademy - Museum of Art in Fashion, Italy's first museum**

dedicated to contemporary fashion, prior to being included in the museum's permanent collection. The event will conclude with the **ITS Public's Choice Award**, valued at €5,000, determined by votes from exhibition visitors.

"Born to Create" will run concurrently with **"The Many Lives of a Garment"**, an exhibition marking the second collaboration between ITS and **curator Olivier Saillard**. In dialogue with **philosopher Emanuele Coccia**, it explores our profound relationship with clothing. It takes visitors on a journey from the personal wardrobe to the public museum display that features items from the ITS Collection and garments graciously loaned by Charlotte Rampling and Tilda Swinton and by visitors, in a dedicated collective section.

The ITS Contest winners become part of an exceptional international creative ecosystem designed to nurture talent in all its forms, and encourage the circular growth of creativity. *"ITS Contest is fundamentally a large family. Here, newcomers embarking on their professional journey find vital support from established individuals, their peers and professionals across different sectors, all driven by a shared commitment to creativity"* according to founder Barbara Franchin.

ITS Contest is organised by **Fondazione ITS** with the Patronage of **Camera Nazionale della Moda Italiana, Fondazione Ferragamo, Fondazione Sozzani** and **Pitti Immagine**.

It is supported by the **Friuli-Venezia Giulia Region, PromoTurismo FVG** and **Fondazione CRTrieste**, highlighting a crucial and tangible manifestation of local and regional commitment, with the objective of positioning Trieste prominently on the map of international creativity and culture. The ITS Contest 2023/24 edition celebrates **Nova Gorica - Gorizia European Capital of Culture 2025** with a special award, the **GO! 2025 Borderless Award powered by Regione FVG**, bestowed upon the Fashion area Finalist who excelled in interpreting the concept of the absence and transcendence of borders—whether cultural, physical, mental, or geographical—through the medium of a garment and its accompanying narrative.

## THE JURY

**Barbara Franchin**, President, Fondazione ITS

**Carlo Giordanetti**, CEO, Swatch Art Peace Hotel

**Deanna Ferretti**, Miss Deanna

**Emanuele Farneti**, Deputy Editor, Repubblica

**Luca Rizzi**, Director, Pitti Immagine Tutoring & Consulting / Leader, e-P Summit Project

**Matteo Battiston**, Chief Design Officer, EssilorLuxottica

**Matteo Ward**, CEO and Co-Founder, WRÅD

**Odunayo Ojo**, YouTuber / Fashion Journalist

**Orsola de Castro**, Co-Founder, Fashion Revolution / Author

**Sara Sozzani Maino**, Creative Director, Fondazione Sozzani

**Sergio Zambon**, Designer, Moncler

**Shaway Yeh**, Founder, yehyehyeh

**Stefania Ricci**, Director, Museo Salvatore Ferragamo and Fondazione Ferragamo

**Stefano Gallici**, Creative Director, Ann Demeulemeester

**Thierry-Maxime Loriot**, Curator / Writer / Creative Director

**Tom Eerebout**, Stylist / Fashion Consultant

**Valentina Maggi**, Director of Creative Practice, Floriane de St Pierre & Associés

**Valerie Steele**, Director, The Museum at FIT

## WINNERS

**ITS Arcademy Award** - €15,000 to the most creative, socially aware and innovative finalist project.

**Momoka Sato - Japan**

*"Momoka Sato's collection demonstrated a clear sense of identity, craft and appreciation for heritage. In addition, there were aspects of sustainability that can be harnessed into clothes that are consciously made and educate consumers. Also the portfolio presentation was impeccable."*

**ITS Jury Special Award** - €5,000 awarded at the discretion of the ITS Contest jury to a fashion, accessories, jewellery, or artwork finalist.

**Ex aequo:**

**Ju Bao - China**

*"Ju Bao's knitwear technique through programming to make an optical illusion of denim is both forward-thinking and highlights actual denim alternatives."*

**Richard Farbey - United Kingdom**

*"Richard Farbey demonstrated strong story-telling through jewelry which is a rare occurrence. It serves as a great case study for accessories that are more than just product."*

**ITS Fashion Film Award** - €3,000 awarded by ITS to the best fashion film, selected among all ITS Contest applications.

**Amina Galal - Egypt**

*"We selected Amina Galal as the winner of ITS fashion film selection as we found all the elements required to obtain a beautiful piece of work were put together in a perfect equilibrium. The direction, the photography, the editing, the music, the story, styling and casting worked together in a perfect way, producing as a result a modern, engaging and cool video, leaving the audience willing to discover more about the brand. The film managed to create a bridge between worlds and cultures, displaying the collection as part of the story in a very organic way."*

**Special mention:**

**Takayuki Miyazaki - Japan**

**Daniel Bosco - Canada**

**ITS Digital Fashion Award** - €3,000 awarded by ITS to the best digital fashion project selected among all ITS Contest applications.

**Yu Chen and Fanrui Sun - China**

*"This work challenges the boundaries between humans and machines and explores the concept of "post-gender identity" in a world where technology and humanity merge. The fusion of fashion, motion capture, and CGI makes this project a dynamic and thought-provoking experience. The idea of a "post-gender utopia" and "seven days rituals" for pure cognition is a daring and liberating concept. What impressed us most is the great visual language of this piece. It's not just digital fashion; it's an immersive journey into a future where identity knows no bounds."*

**Special mention: Mieko Tsuboi - Japan**

**GO! 2025 Borderless Award powered by Regione FVG - €10,000** and the opportunity to be featured in a dedicated exhibition at ITS Arcademy - Museum of Art in Fashion.

**Tomohiro Shibuki - Japan**

*"For his ability to create fashion forms that simultaneously embody more than one identity without separating them from each other. The silhouettes no longer serve to relegate a body to a specific category, but to transform it into a public square where all lives can intersect. Tomohiro's fashion becomes a tool through which a body condenses more than one gender, more than one age, more than one culture within itself. It is in this intuition, of great formal as well as speculative rigour, that the garment seemed to perfectly respond to the idea of Borderless."*

**ITS Artwork Award powered by Swatch Art Peace Hotel - €10,000** assigned by Swatch Art Peace Hotel, upon selection among the ITS Contest participants.

Ex aequo:

**Chelsea Jean Lamm - Germany**

*"Chelsea's artwork brings together elements of nature with the ambitious goal of creating a surrealist, mesmerising, intriguing and imaginative landscape – in the shape of a human. What a passionate adventure, to deep dive into her visual environment trying to identify every item while being blown away by the whole - and what a thrilling surprise to discover the origin of it all, wonderfully executed in a gothic calligraphy, bringing us to another dimension yet. A perfect balance with powerful energy."*

**Ivan Delogu - Italy**

*"We have been fascinated by Ivan's ability to tell an emotional and deeply rooted story with intensity, passion and relevance to the present. His love for heritage and artisanship as well as his personal relationship with the environment he represents with his work are inspiring, contemporary and powerfully pure. In the artwork realised, he merges the hard, material, historic side of the tools with the soft, equally handmade, lighter side of crocheted wool: a duality that speaks highly of local culture."*

**ITS Special Mention powered by Vogue Eyewear part of EssilorLuxottica - €5,000** awarded by Vogue Eyewear part of EssilorLuxottica to the most deserving project, upon selection among ITS Contest participants.

**Xiaoyue Liu - China**

*"We chose Xiaoyue for her innovative and creative approach to a specific need, which she translated into a project emphasizing the role of eyewear as a design element. The self-expression-centered approach aligns with the tone of voice of Vogue Eyewear, highlighting the role of glasses as a tool for personal expression, allowing everyone to tell their own story."*

**ITS Sportswear Award powered by Lotto Sport - €3,000, €2,000, and €1,000** awarded by Lotto Sport to three winners challenged with a sneakers project.

**1. Clémentine Baldo - France**

*"Clémentine Baldo has skillfully translated the project "I'd Rather be a Monster than a Woman" into footwear without losing the strength of its social message and the aesthetic impact of the original collection. Respect*

*for our brand's values merges with the designer's stylistic exploration and her ability to deconstruct and reconstruct one of our models, providing new functional uses for the various elements that make up the upper. In this project, Clementine channels all her creativity and technical expertise into sustainability, breathing new life into reclaimed materials or existing parts of the upper."*

**2. Ivan Delogu - Italy**

**3. Tomohiro Shibuki - Japan**

**ITS Challenge The Status Quo Award powered by WRÅD** - An award for design projects which are ethical and innovative as they are informed by a critical research on the role of apparel today. Redefining the functionality of a garment is, as a matter of fact, quintessential to the preservation of life on the planet; an exciting opportunity to embark on a journey to visit some of the world's most innovative companies.

**Tomohiro Shibuki - Japan**

*"Tomohiro brought a fresh sense of aesthetic and purpose through his artworks to the technique of repurposing and upcycling. A vision that can help share new patterns and inform new ways of operating for a new generation of designers."*

**ITS Responsible Creativity Award powered by CNMI** - €5,000 awarded by CNMI - Camera Nazionale della Moda Italiana and selected from all ITS Contest entries.

**Ivan Delogu - Italy**

*"The strength and uniqueness that Ivan explores in the regeneration, cultural heritage, and responsibility through fashion are fundamental pillars. More than ever today, underlining craftsmanship and heritage is a social responsibility. Ivan brings the culture of the past to the present and evolves it for the future."*

**ITS Accessories Award powered by Fondazione Ferragamo** - €5,000 and a collaboration with one of the Ferragamo Creative Departments, awarded to one of the ITS Contest accessories entries.

**Yuxi Sun - China**

*"We chose Yuxi Sun for her ability to connect footwear not just with the wearer's postural positions but also with their emotional states. Yuxi Sun's footwear was entirely developed to be functional to motion and explores the anthropological aspect of the position itself. The designer also demonstrated a strong inclination for the aesthetic and imaginative aspect of footwear, considering it an artistic and creative object."*

**ITS Special Mention powered by PITTI Immagine Tutoring & Consulting** - a 6 month mentorship by the PITTI Immagine Tutoring & Consulting Direction.

**Marcel Sommer - Germany**

*"Drawing inspiration from the interplay of light and shadow, Marcel embarked on a transformative exploration, translating the essence of brutalism into a stunning array of garments that defy convention and redefine elegance."*

**ITS Special Mention powered by Fondazione Sozzani** - The winner will be hosted at Fondazione Sozzani with a solo exhibition.

#### **Wanqi Huang - China**

*"The project was chosen for its very natural depiction of sexuality and femininity. The images reflect women's bodies in an intimate way respecting their shapes and movements. This is a photographic narrative on a cultural perspective of body, sexuality, beauty, seen through the eyes of the Chinese people. Flipping through the pages of Wanqi Huang's series one can connect with the feelings, desires, fears and loneliness of younger generations in China. By shooting nudes, Wanqi is calling on her own society to face this topic, by showing them the beauty, the elegance, the fragility and the poetry of the female body."*

## **PARTNERS**

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. In September 2023 the residency celebrated its 500th artist and counts now a total number of more than 520 participants from 58 different countries. Eight of them were recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest.

## **SPONSORS**

**Vogue Eyewear part of EssilorLuxottica** was launched in 1973. Vogue Eyewear was acquired by the Group in 1990. It is now recognized as a truly international and contemporary fashion brand geared for young and dynamic consumers who want to stay up-to-speed with the latest trends. With its inclusive approach and playful personality, Vogue Eyewear is an open door to the world of fashion and welcomes everyone to express and celebrate their personality. To achieve its mission in becoming the leading reference for fast-fashion in the eyewear category, Vogue Eyewear partners with international ambassadors shaping the industry.

**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.

**Lotto Sport Italia**, a leading footwear and sportswear company, has been synonymous with Italian style, innovation and design for more than 50 years. Founded in 1973 in the Montebelluna Sportsystem with the creation of tennis and soccer shoes, over the decades it has become an iconic brand, capable of dressing some of the greatest athletes in the history of sports. Today, the double losanga Lotto expresses its heritage through a lifestyle collection that looks at the fashion world, offering shoes and clothing for men and women with a sport-inspired image and taste. Lotto currently distributes its products in more than 100 countries



through monobrand and multibrand stores, chains and large stores with specialized sports departments. [www.lotto.it](http://www.lotto.it)

Since 1967, **Cantina Puiatti** has been a key player in the winemaking and vinegrowing world of Friuli. It offers harmonious wines that manage to combine an extraordinary innovative spirit with consistency and respect for their terroir. Controlled ripening avoids excessive alcohol content. Reductive winemaking gives wines with great fragrance, finesse and elegance. Cantina Puiatti's wines have always fermented and matured without wood contact. Cantina Puiatti believes in method and creativity.

Founded in Trieste in 1948 by Giorgio Kropf, thanks to his family's innovative vision, **Eurospital** has now a team of 160 associates operating in 2 Business Units across 3 product areas: pharmaceutical, diagnostics and gluten-free. Its mission aims at improving people's health and quality of life through research, production and distribution of diagnostic kits, medicines, medical devices, food supplements, cosmetics, gluten-free products. Eurospital's headquarters are based in Trieste and, strong of its sales force network, operates in over 50 countries across the world.

**Trieste Airport – Friuli Venezia Giulia** offers air services to domestic and European destinations, operated both by full-service and low-cost airlines. Thanks to its strategic location, this airport is the ideal gateway to the Friuli Venezia Giulia and Veneto regions as well as to Slovenia, Croatia and Austria. Trieste Airport is an integrated multi-modal hub, for air-rail-road interchange, with local, intercity and long-haul bus and train services, enhancing accessibility and connectivity.

itsweb.org operates on technologies and services provided by the **Develon Group**, the Internet partner of ITS 2024 Born to Create. For over twenty years, the Develon Group has supported businesses in their digital innovation journey through the creation of platforms and the development of applications dedicated to specific markets, ranging from the world of hospitality with Hbenchmark.com, to the world of ticketing and booking experience with Mydomnia.com.

**WRÁD** is a supporter of ITS Contest. We're born in 2015 and we are a design studio and creative agency focused on sustainability. We came to life to inspire and enable others to challenge the non-sustainable status quo of the fashion industry through education, design and innovation. We are based in Vicenza, Milan and London.

## ITS ACADEMY - MUSEUM OF ART IN FASHION

**ITS Academy - Museum of Art in Fashion**, Italy's first museum of contemporary fashion, is an international exhibition space at the intersection of fashion, art, and culture. The permanent **ITS Academy Collection consists of over 15,000 items** - including visionary creative project portfolios, garments, accessories, jewellery, and photographs, gathered over the editions of ITS Contest. This collection is of significant historical value, reflecting the evolution of international creativity through its most innovative, radical, artistic, and experimental forms. The ITS Academy programme features exhibitions organised by internationally renowned curators alongside a schedule of creative courses and workshops dedicated to design students, educational institutions across all levels, and audiences from the local community to national and international visitors.

This project combines public and private initiatives, playing a key role in re-establishing Trieste's traditional role as a European hub, a vital bridge between East and West. The **Friuli Venezia Giulia Region**, alongside **PromoTurismo FVG**, the **Municipality of Trieste**, and the **CRTrieste Foundation**, reaffirms their commitment to transforming Trieste into a hub of creative culture and establishing ITS Academy as a key

international attraction within the region.

## “The Many Lives of a Garment - Le molte vite di un abito”

From **March 28, 2024, to January 6, 2025**, ITS Arcademy will host "The Many Lives of a Garment" curated by historian Olivier Saillard and noted philosopher Emanuele Coccia.

Clothing, whether donned for protection or as a reflection of our personality, carries numerous narratives. Each garment tells the tale of its wearer, transforming every wardrobe into both a deeply personal collection and an exhibition, much like a museum. The new ITS Arcademy exhibition invites guests to contemplate the evolving significance of clothing across various phases of its existence: from store item on display through periods of wear (also by notable figure like **Charlotte Rampling** and **Tilda Swinton**, who have graciously contributed garments), and deterioration, and finally, as items catalogued, exhibited, referenced in literature, or ultimately discarded. The exhibition features selections from the ITS Arcademy Collection, displayed alongside vintage couture and everyday clothing. A special section dedicated to the loved garment will call for contributions from the local community, fostering a collective engagement with the theme.

## “Born to Create”

From **March 28, 2024, to January 6, 2025**, the exhibition will offer a unique perspective on the future of design, through the works of the finalists and winners of ITS Contest 2023/24 - emerging designers with innate creative talent, selected by an expert jury from over 750 applications from all over the world. Founded in Trieste in 2002, ITS Contest is one of the world's leading platforms for fashion, accessories, and jewellery design talents.

**Rai Friuli Venezia Giulia** and **TGR FVG** are media partners of the exhibitions.

### **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.

## STATEMENTS

*"Fashion and youth are a perfect pairing, particularly when a museum and an international contest spotlight the creativity of emerging talents, honouring both the legacy of design inherited from the past and the new, potential future interpretations born of unfettered experimentation. These are the hallmarks of Fondazione ITS's work, whose significant contributions to enriching the cultural and creative industries deserve commendation. Creations that articulate the language of fashion are, in essence, genuine works of art. The Ministry will always back initiatives of the stature of ITS Contest and ITS Arcademy - Museum of Art in Fashion, which highlight their distinctiveness and beauty, and support the artists of tomorrow."*

**Lucia Borgonzoni**, Undersecretary of State at the Ministry of Culture

*"ITS represents not only an event of international caliber that brings prestige to the territory and generates significant economic benefits but also symbolizes a model of how, starting from what could be described as a visionary idea, the organizers have successfully realized a showcase of creativity and imagination in*



# I: S CONTEST

*fashion featuring young designers from around the world. Behind this, it must be remembered, is not only passion but also great professionalism applied to every aspect of the event, even the smallest details. It is no coincidence, in fact, that the Regional Administration has supported ITS convincingly, fulfilling its institutional role of promoting the development and growth of local communities, launching a future perspective where new generations become protagonists along with Trieste and the entire region. What better way to value the works of those many young designers who have left an important mark of their talent in Trieste? The answer is found in one of the city center streets, a few steps from the picturesque Ponterosso canal, a destination for the many tourists who have crowded the city in recent years. It's the ITS Arcademy museum, where the public can immerse themselves in the colors and shapes of that fashion which has anticipated the styles of the years to come. A journey into conceptual contemporaneity that sees Trieste and the Region as protagonists in innovation, considering that we are talking about the first exhibition space of this kind in the world. Therefore, it is a pride for the Regional Administration to have supported this project, recognizing the cultural value of an initiative that preserves and valorizes the work of those young people who have created art by imagining the shapes and chromatisms of the clothes of tomorrow." - **Massimiliano Fedriga**, President of the Autonomous Region of Friuli Venezia Giulia.*