

ITS celebrates 20 years of creativity, launches ITS Contest 2022 and opens the doors of ITS Arcademy

Trieste, March 17, 2022. **ITS - International Talent Support**, the platform created by Barbara Franchin with the mission to research, support and promote young designers, turns 20.

The intrepid journey of the metaphorical ark of ITS collecting unique examples of creativity, in fashion and design, from all over the world. A relentless search for emerging talents that ITS has followed in their personal creative journey and whose first creations have been meticulously preserved.

In recent years, the competition has discovered and helped launch numerous designers: **Demna Gvasalia**, now creative director of Balenciaga, **Matthieu Blazy**, freshly appointed creative director of Bottega Veneta, **Richard Quinn** who founded the eponymous brand, **Nicolas Di Felice**, recently appointed artistic director of Courrèges, **James Long**, creative director of Iceberg, **Alithia Spuri-Zampetti**, head of design Alexander McQueen, the photographer and artist **Jai Lennard**, the young duo **Chopova Lowena**, just to name a few.

A journey devoted to beauty that ITS, through ITS Contest, has always shared with a community that has grown over time, becoming global, turning into a "family". ITS wants to celebrate 20 years with a narrative - physical and digital - rediscovering a unique and dynamic archive that looks to the future.

The journey of the ark continues, with the launch of **ITS Contest 2022** and docking in a safe harbor at **ITS Arcademy**.

ITS Contest 2022 - "The Ark of Creativity"

The concept of ITS Contest 2022 is the 20 year journey of ITS and the title of this edition - "**The Ark of Creativity**" - encapsulates the essence: exploration of the world to discover pure creativity, with the mission to preserve, enhance and share it.

ITS Contest 2022 will be held in Trieste on September 9th and 10th. The protagonists will be the creations of finalists in fashion, accessories and jewellery categories of the contest, selected by an international jury and announced at the beginning of July. Applications to take part in the competition are open until May 8th and all the instructions can be found online at itsweb.org.

Barbara Franchin, founder and director of ITS, says: "*For 20 years the ark of ITS has been navigating the seas of creativity recovering extraordinary projects from the waters, resisting with all its might the forces of decay. The cargo of works is precious because it represents our legacy for the future: pure creative seeds ready to germinate, bringing the magic of this heritage to new generations, through knowledge and inspiration.*"

"In September 2022, the ark will reach its main destination, a landing place where the very essence of ITS will find a home, the spaces of ITS Arcademy. In this place, the young artists who have shared their dreams with us will be the inspiration for the dreams of new emerging talents" concludes Barbara Franchin.

ITS Arcademy - "Save Creativity"

If **ITS Contest** represents the ark in exploration of the creative world discovering hidden talents, **ITS Arcademy** is the port where their creativity lands, is preserved and is disseminated.

ITS Arcademy is an archive, an exhibition space and an academy. It has its roots in a collection composed of a unique heritage: **14,359 portfolios, 1,077 fashion items, 160 accessories, 118 pieces of jewelry and over 700 photographic projects**. It is a living and dynamic exhibition space for shows and events but also a center for learning, study, dialogue and discussion open to the territory and the world, without borders, all centered around creativity. On the occasion of the final event of ITS Contest 2022, ITS Arcademy will open its doors to the public with a **preview** of the spaces and the exhibition entitled "**La Prima Mostra**", curated by French fashion historian **Olivier Saillard**. Thanks to the patronage of the Minister of Cultural Heritage.

"ITS Arcademy is a project that caught my attention straight away, for its ambitious and quality of its collections, to which I had the privilege of discovering in Trieste. For 20 years, Barbara Franchin and her team have been committed to the promotion of emerging creativity, supporting it without discrimination, opening their prize to candidates from all over of the world. It is heart-warming to appreciate in retrospect the youthful works of a designer who later goes on to become famous or the diverse creative expressions of multiple personalities. Beyond the broad creative horizon that the ITS Contest has unveiled for two decades, I have been very impressed and seduced by the completeness of the heritage accumulated at the end of each edition of the award. With the rigour of a curator and the passion of a collector, Barbara has preserved a precious archive of documents, portfolios, photographs, videos, clothes and accessories that will testify to the future the enormous vitality of contemporary creativity in fashion. It is our responsibility to stage it, to present it with respect for the talent of each creator. The expressions of each of them, so personal, so intimate, have guided us to design an exhibition with a set design where poetic character is essential. This exhibition - entitled 'The First Exhibition' - embark on an introspective journey that invites each of us to the precious discovery of each of the authors presented. I am particularly honoured, after having devoted so many exhibitions to couturiers and creators of the 20th and 21st centuries, to be able to focus my attention on all those talents who represent today the hopes of the young creatives of tomorrow." **Olivier Saillard**, Fashion Historian

Friuli Venezia Giulia - "A Shared Project".

The **Friuli Venezia Giulia Region**, together with **PromoTurismo FVG**, the **Municipality of Trieste** and **Fondazione CRTrieste** continue to support the mission of ITS - International Talent Support with the common goal of building ITS Arcademy a new destination for contemporary culture in the territory, a space that acts as an international magnet for the city of Trieste and the entire Friuli Venezia Giulia Region.

ITS Arcademy is an asset for the city, only imaginable thanks to the spaces granted by the Foundation, giving the project a future to prosper.

"The Friuli Venezia Giulia Region has strongly supported the Arcademy project, considering it one of the pillars of the investment strategy in the cluster of creative companies. This new "house of creativity" in a historic building in Trieste is the best way to celebrate the twenty years of ITS - International Talent Support, it is the demonstration that if talent and passion are combined with business risk great results are achieved. In supporting innovation and research, the conditions are created to invest in future generations and to create new jobs and ITS will attract more and more young people from abroad. The entire project places Trieste in the international panorama of creativity and this can only have positive effects for tourism and the image of the city".

Massimiliano Fedriga, President of the Friuli Venezia Giulia Region.

Prizes

ITS Arcademy Award: €15,000 and a 6-month mentorship by PITTI Immagine Tutoring & Consulting Direction to the most creative, socially aware and innovative finalist project.

ITS Media Award: €5,000 awarded by the ITS Contest 2022 Media Jury to the fashion, accessories or jewellery finalist showing the strongest ability to transmit their innovative vision in a socially meaningful way.

ITS Community Award: €3,000 awarded by the public to a fashion, accessories or jewellery finalist

ITS Video Presentation Award: €3,000 awarded by ITS to the best fashion film, selected among all ITS Contest applications

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

OTB Award: €10,000 assigned by OTB to a fashion, accessories or jewellery finalist.

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

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

ITS Portfolio Award powered by Luxottica: €3,000 awarded by Luxottica to the best portfolio, selected among all ITS Contest applications

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

ITS Footwear Award powered by Fondazione Ferragamo: €5,000 & the opportunity of an internship in the company's creative dept., awarded by Fondazione Ferragamo to one of the footwear entries for ITS Contest

Partners

OTB is an international fashion group powering a range of global, unconventional brands, including Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. The group also controls the Staff International and Brave Kid companies and holds a minority investment in L.A. brand Amiri. As its name suggests (OTB stands for “Only The Brave”), the group pushes boundaries and challenges established rules to redefine the world of fashion and lifestyle, by fostering the creativity of international talents. OTB embodies the brave, innovative and unapologetic spirit and vision of its founder and chairman Renzo Rosso. The group finances several initiatives aimed at discovering new creative talents worldwide, such as ITS, supported by OTB since the very beginning.

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 440 artists from 54 countries. Six of them were the recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest.

Sponsors

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.

Luxottica is part of EssilorLuxottica Company. Formed in 2018 by the combination of Essilor and Luxottica, the Group combines two centuries of innovation and human endeavour to elevate vision care and the consumer experience around it. EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses, and is home to the most loved and widely recognized vision care and eyewear brands in 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.

Our website www.itsweb.org runs on technologies and services provided by **Develon Group**, internet partner of ITS 2022. Develon Group’s mission is about supporting business development and change through a consistent range of digital services comprising strategic consultancy, UX design and data science applications.

The Office is a valuable technical supporter.

International Talent Support is created with the Patronage of: **Ministero dei Beni Culturali, Camera Nazionale della Moda Italiana, Fondazione Ferragamo** and Pitti Immagine.

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