

ITS Contest 2022: Creativity lands in Trieste.

In September Trieste will host the finalists of the 20th edition of ITS Contest, selected by an exceptional jury including **Demna Gvasalia**.

A wave of projects has flooded **ITS Arcademy** in recent months. The ark of creativity has landed in Trieste, thanks to the annual edition of **ITS Contest**, the competition dedicated to young creatives, conceived by its visionary founder Barbara Franchin.

The international jury met in Trieste at the end of June and selected 24 finalists from the hundreds of projects from fashion and design schools around the world.

The Jury discovered touching narratives, the dream of improving the world, and a celebration of the analog dimension and of the printed book as a guardian of knowledge. Nostalgic memories of family, above all of grandparents in this post-covid era, was one of the strongest trends in the applicants' projects, together with gender fluidity which has nothing to hide anymore. With a surprise: covered faces, a constant trend throughout the years, have disappeared. Young designers are even turning into their own muses, modelling for their collections.

The finalists

2 projects in the fashion field, with 13 finalists (1 team) from 11 countries:

Asato Kitamura - Japanese
Brais Albor - Spanish
Charlie Constantinou - British
Ching-Lin Chen - Taiwanese
Eva Heugenhauser - Austrian
Hanna-Lotta Hanhela - Finnish
Lili Schreiber - Belgian
Martina Durikovicova - Slovakian
Petra Fagerström - Swedish
Rafaela Pestritu - Romanian
Tatjana Haupt - German
Yudai & Anna Tanaka - Japanese

3 projects in the accessories field, by 3 finalists from 3 countries:

Marco Anzil - Italian
Ruby Mellish - British
Victor Salinier - French

Swatch Art Peace Hotel selected 7 finalists (1 team) among all applicants:

Edward Mendoza - British

James Walsh - British

Martina Durikovicova - Slovakian

Takehiro Mabuchi - Japanese

Tatjana Haupt - German

Yudai & Anna Tanaka - Japanese

Lotto selected 3 designers among all applicants

Charlie Constantinou - British

Edward Mendoza - British

Hin Fung Jesse Lee - Chinese

ITS Contest 2022, 9 and 10 September, The Ark Of Creativity.

9 and 10 September 2022 are the designated days to host the final event of **ITS Contest** and celebrate 20 years of **ITS - International Talent Support**; a long journey, driven by a very precise mission: **the search for creativity and the commitment to preserve, enhance and share it.**

The concept of ITS Contest this year is The Ark Of Creativity, rather the idea of the journey of ITS over these two decades, the exploration at all latitudes of an ark that has collected and protected **unique examples of creativity** from all over the world.

The finalists from the 2020 and 2021 editions, who were not able to attend due to the Covid pandemic, will be here to celebrate this special date together with the 2022 generation.

The **event's jury** will welcome the return of **Demna Gvasalia, Balenciaga's creative director**, who took his first steps in the fashion world as the **winner of ITS Contest in 2004**. The jury panel will touch on different worlds and artistic expressions: from **Daphne Guinness**, a multifaceted personality who moves between fashion and music, to the charismatic singer **Roisin Murphy**, and the David di Donatello-award winning costume designer **Massimiliano Cantini Parrini**.

The ITS Media Jury, will award the ITS Media Award to the finalist with the strongest communication of their innovative vision and social message. This particular jury will be composed of representatives of authoritative international media, including **Vogue Italia, Il Sole 24 Ore, Flash Art, l'Officiel Italia, Crash, Liberation, MF Fashion, Jing Daily, Dazed And Confused, T.A.Z.** and many others.

ITS Arcademy and the Preview of The First Exhibition: 20 years of contemporary fashion evolution

The Friuli Venezia Giulia Region, together with **PromoTurismo FVG** and the **Municipality of Trieste** continue to support **ITS - International Talent Support** sharing the goal of making ITS Arcademy a destination for contemporary culture, bringing an international allure to the city of Trieste and the entire region of Friuli

Venezia Giulia. This synergetic process was possible thanks to the spaces **granted by Fondazione CRTrieste**, fundamental for the prosperity of the project.

In September, at the same time as ITS Contest, there will be a preview of **ITS Arcademy, Museum of Art in Fashion**. It will be possible to visit not only the spaces of this extraordinary new museum in the heart of Trieste, but also the preview of **The First Exhibition: 20 years of contemporary fashion evolution**. The exhibition, curated by Olivier Saillard, fashion historian and former director of the Palais Galliera in Paris, aims to recreate the emotions of the arrival of the young designers' collections at the ITS Contest offices. Over 100 works are on display, including portfolios, clothes, accessories, jewellery and photographs, displayed like works of art that have just arrived, still in their transport crates.

"With perseverance and unrelenting faith in the multiplying power of creation, never dormant for the past two decades, ITS Arcademy has collected one of the rarest fashion heritages in Italy. This unique collection deserves to aspire to universality as it mirrors the highest contemporary creativity. With more than 14,359 portfolios, 1,077 dresses, 160 accessories, 118 pieces of jewelry and more than 700 photographic projects, this constantly growing heritage, to which new and valuable portfolios, dresses, accessories and jewellery items are constantly being added, can compete with the collections of the world's greatest museums and become - this the hope I express here - the first fashion museum entirely dedicated to the most contemporary forms and expressions of our age." **Olivier Saillard**

ITS Arcademy, Museum of Art in Fashion, is an archive, exhibition space and academy, a new cultural venue for the city of Trieste. Created to **protect and share** the past twenty years of ITS Contest and all those to come. The intention is to create a dynamic cultural meeting point capable of hosting conferences, installations, exhibitions, presentations, musical moments, teaching and all sorts of events, to stimulate and to express the creativity within visitors.

This new museum will officially open its spaces to the public in **March 2023**.

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: €8,000 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 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 Special Mention powered by Luxottica: €3,000 awarded by Luxottica, selected among all ITS Contest 2022 applications.

The **ITS Special Mention powered by Vogue Italia** will be assigned to a fashion, accessories or jewelry finalist. The winner's collection will be featured on the Vogue.it website.

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.

Today, **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.

Since 1967, **Cantina Puiatti**, ITS Contest 2022 Wine Partner, has been a key player in the winemaking and vine-growing world of Friuli. It offers harmonious wines resulting from passionate research in a constantly evolving history, rich in experiences and successes, which manages to combine an extraordinary innovative spirit with consistency and respect for their terroir, from the varieties to soils, from the climate to man's thinking and intervention. 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.

Eurospital was established in Trieste in 1948, thanks to the commitment and vision of its founder Giorgio Kropf. Currently Eurospital produces and markets pharmaceutical products, medical-surgical aids, medical and diagnostic devices and dietary products (gluten-free foods and food supplements) within the 3 company business units – diagnostic, pharmaceutical and gluten-free – which constitute a single team of about 150 people, able to share knowledge, experiences, information and strategies. The group operates at the Trieste headquarters and in over fifty countries around 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 runs on technologies and services provided by **Develon Group**, Internet Partner of ITS Contest 2022 The Ark of Creativity. 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.

Vogue Italia is ITS Contest 2022 Media Partner. Condé Nast Italia publishes the following titles: Vanity Fair, Vogue Italia, GQ Italia, Wired, AD.Architectural Digest, Condé Nast Traveller and La Cucina Italiana. With the endgoal of being culturally relevant, the company creates and distributes content on a variety of platforms to generate value and define new models of communication and formats. The brands make an impact, predict trends, influence culture and play a tangible role in building the future.

Engine, ITS Contest 2022 Beverage Partner, is a gin – 100% Italian and organic – which in an unprecedented manner combines traditional craft methods with an unexpected and sensual image drawing inspiration from the world of engines, racing cars and from the cult myths of the 1980s.

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.**

For further information please get in touch with the Press Office: Alessandro Offer – Tel. +39 040 300589 – pressoffice@itsweb.org