

## International Talent Support: 20 years Trieste City of Creativity.

9 and 10 September will see the celebration of the 20th anniversary of the Contest and Preview of ITS Arcademy – Museum of Art In Fashion.

*“The first fashion museum entirely dedicated to the most contemporary forms and expressions of our time”*

*O. Saillard*

The 20th edition of the international Contest founded by **Barbara Franchin** will be held in its historic location of the **Salone Degli Incanti** in the heart of the city, by the sea, a perfect setting for mooring of **The Ark of Creativity**.

ITS will present a preview for its guests of ITS Arcademy, unveiling 'The First Exhibition: 20 years of contemporary fashion evolution', an exhibition backed by the Ministry of Culture.

Described by curator **Olivier Saillard**, fashion historian and former director of the Palais Galliera in Paris:

*“We often forget how decisive beginnings are. A helping hand, an open door, can foreshadow the future, even predict it. Let us not underestimate its importance.*

*Twenty years after the first edition of ITS Contest, an exhibition brings together an absolute preview of the most significant pieces of all these emerging designers, some of whom now work for major fashion houses. In order to maintain that excitement of the first viewing of a work, of which ITS Arcademy is a caring custodian, it was chosen to present the creations of past finalists and winners displaying them in the crates that usually transport and protect traveling works of art.*

*Made of wood, padded with protective material on the inside, these crates hark back to the museum universe, to nomadic works of art always traveling from one exhibition to another, fragile and in need of great care and attention. In our case, paintings and sculptures give way to clothes of all kinds and styles, created by the designers who participated in ITS Contest. As if they had just emerged from the imagination of their creators, these cases give us back the vulnerability and freshness of clothes carrying great, obvious creative power.*

*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.**"*

**Friuli Venezia Giulia Region and PromoTurismo FVG** confirm their key support in making **Trieste City of Creativity and ITS Arcademy** an international pull for the entire region.

All made possible thanks to the spaces **granted free of charge by Fondazione CRTrieste**.

**Generali ensures the Future of the Collection - Generali**, the first private partner of ITS Arcademy, to take care of a heritage belonging to everyone and to build an innovative and inclusive collective memory, making them accessible to the public. At the heart of its creativity, ITS Arcademy has its archive: the precious custodian of the ideas and projects of young talents that Generali accompanies and protects. Because the future starts here, from creativity and the desire for enterprise, an element of growth and innovation for the community.

## The Finalists

ITS Contest 2022 - **Twenty-four** finalists.

**For this special edition, finalists from 2020 and 2021** editions and other finalists from previous editions as well as teachers from fashion schools will also be guests in Trieste, a large community of over one hundred guests who are part of the history and future of ITS.

A wave of talent and creativity from all over the globe!

**12 Fashion projects**, 13 finalists (1 team) from 11 countries:

*Brais Albor - Spain*

*Asato Kitamura - Japan*

*Ching-Lin Chen - Taiwan*

*Charlie Constantinou - United Kingdom*

*Mata Durikovicova - Slovakia*

*Petra Fagerström - Sweden*

*Hanna-Lotta Hanhela - Finland*

*Tatjana Haupt - Germany*

*Eva Heugenhauser - Austria*

*Rafaela Pestritu - Romania*

*Lili Schreiber - Belgium*

*Yudai Tanaka & Anna Sugiura - Japan*

**3 Accessories projects**, 3 finalists from 3 countries:

*Ruby Mellish - United Kingdom*

*Marco Anzil - Italy*

*Victor Salinier - France*

**Swatch Art Peace Hotel** selected 7 finalists (1 team) from 5 countries:

*Mata Durikovicova - Slovakia*

*Tatjana Haupt - Germany*

*Yudai Tanaka & Anna Sugiura - Japan*

*Edward Mendoza - United Kingdom*

*James Walsh - United Kingdom*

*Takehiro Mabuchi - Japan*

**Lotto** selected 3 finalists from 2 countries :

*Hin Fung Jesse Lee - China*

*Charlie Constantinou - United Kingdom*

*Edward Mendoza - United Kingdom*

## The Juries

The highly acclaimed **international jury of ITS 2022** sees the return to Trieste of **Demna Gvasalia, Balenciaga's creative director, winner here at ITS THREE in 2004**, where he began his successful journey that rewriting the codes of fashion.

Different artistic and cultural backgrounds will be represented, from singer **Roisin Murphy** to David di Donatello award-winning costume designer and twice Oscar nominated **Massimiliano Cantini Parrini**, from the President of the National Chamber of Fashion **Carlo Capasa** to the Director of the Salvatore Ferragamo Museum and the Ferragamo Foundation **Stefania Ricci**. The international jury will award the **ITS Arcademy Award** to the most creative, innovative and socially responsible project.

This important edition will see the addition **special second jury, ITS Media Jury**. Tasked with assigning the **ITS Media Award** to the finalist who is able to best communicate their innovative vision and socially meaningful message.

This special jury will be made up of representatives of important media from all over the world, including **Vogue Italia, Il Sole 24 Ore, D - La Repubblica, l'Officiel Italia, Crash, Liberation, MF Fashion, Jing Daily** and many others.

## The 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 finalists challenged with a sneakers project.

**ITS Special Mention powered by Luxottica**

€3,000 awarded by Luxottica, selected among all ITS Contest 2022 applications.

**ITS Special Mention powered by Vogue Italia**

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 champions 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 more than 450 artists from 54 countries. Six of them were the recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest.

## Sponsor

**Lotto Sport Italia** 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. 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.

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 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 180 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 [www.itsweb.org](http://www.itsweb.org) runs on technologies and services provided by **Develon Group**, Internet Partner of ITS Contest 2022 The Ark of Creativity. For twenty years, Develon Group has been supporting companies in their digital innovation path, through web products, strategic consultancy, UX and UI design, development, and management of technological infrastructure.

**Piano B** is a communication agency, leader in development of special projects, with a flexible and creative DNA. Our mission is to make complexity a simple thing. Our focus is not about WHAT we do (events, commercials, campaigns, competitions, fashion shows, concerts, workshops, conventions, digital project) and WHERE (in cities, on the beach, in parks, in meeting rooms, on the web) but HOW, in particular how to play our

role in an evolving world where people's needs are changing and therefore the strategies to reach the audience.

**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**, professional Congress Organizer since 1980, is a technical supporter of ITS Contest 2022.

**International Talent Support is created with the Patronage of: Camera Nazionale della Moda Italiana, Fondazione Ferragamo, Pitti Immagine - Tutoring & Consulting Direction, Autorità Di Sistema Portuale Del Mare Adriatico Orientale and Trieste Trasporti, and co-organized By Comune Di Trieste.**

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