

ITS Contest 2023/24: a Triumph of Global Creativity and Innovation

March 23, 2024

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Reading Time: 2 minutes

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The ITS Contest 2023/24 gala, an illustrious celebration spotlighting emerging talents in the realms of fashion, accessories, and jewelry, illuminated the cultural epicenter of Trieste with its dazzling array of creativity and innovation.

Under the theme "Born to Create," this year's edition of the esteemed ITS Contest honored innate creative genius, showcasing a diverse spectrum of visionary designers hailing from 65 countries. The event, held at the prestigious ITS Arcademy – Museum of Art in Fashion, marked a pivotal moment for the international design community.

A highlight of the event was the introduction of the ITS Residency Award, an initiative fostering experimentation and collaboration within the creative sphere. Finalists, meticulously selected from a pool of 782 candidates, engaged with luminaries such as Demna, the Creative Director of Balenciaga, and Moncler's acclaimed designer Sergio Zambon, among other industry titans.

Barbara Franchin, the visionary founder of ITS Contest, underscored the profound societal awareness exhibited by this generation of creators, who deftly navigate themes of sustainability, cultural inclusivity, and identity through their artistry. "It's a new dawn," she proclaimed, "rooted in an unprecedented level of consciousness."

The jury, comprising distinguished figures from the worlds of design, journalism, and academia, deliberated over the myriad expressions of talent showcased. Their selections, ranging from avant-garde fashion films to boundary-pushing digital projects, embodied the ethos of innovation and social responsibility.

Among the triumphant creatives was **Momoka Sato from Japan**, whose collection seamlessly melded tradition with sustainability, earning her the coveted ITS Arcademy Award. Meanwhile, Ju Bao of China and Richard Farbey from the United Kingdom captured hearts with their groundbreaking approaches to denim and narrative jewelry, respectively.

Additionally, the gala served as the grand unveiling of the "Born to Create" exhibition, set to captivate audiences at the ITS Arcademy – Museum of Art in Fashion until January 6, 2025. This immersive showcase promises to elevate the dialogue surrounding contemporary fashion and artistic expression.

As the evening drew to a close, it was evident that ITS Contest had not only crowned winners but also forged enduring connections within the global creative community. With its unwavering commitment to nurturing talent and fostering collaboration, ITS Contest continues to serve as a beacon of inspiration for generations of aspiring designers worldwide.