

ITS 2021 event 19 november at 16:00, ITS launches ITS Arcademy and Trieste prepares to celebrate 20 years of culture of creativity.

Latest jam packed edition **ITS - International Talent Support 2021**, an international contest created with the mission of discovering and promoting creativity and talent, supporting young designers from all over the world.

To find out about all the ITS Family news and projects, join us online **19th November at 16:00 CET with ITS 2021 - The Event**, a story in pictures of the projects received, the winners, the award ceremony ITS Contest 2021, and a preview of **ITS Arcademy, opening scheduled for 2022, for the occasion of ITS twentieth anniversary**.

ITS 2021 - The Event will be visible on ITS [website](#), ITS [Youtube](#), [Facebook](#) and [Instagram](#) channels.

ITS CONTEST 2021

ITS Contest 2021 received over 530 entries from all over the world, 60 nationalities were represented, more than 80 schools based in 30 countries. A new generation of talents who have learnt to overcome barriers, communicating creativity with innovative tools, with a multifaceted vision of the world, capable of interpreting the contemporary and anticipating the future.

The prelude to ITS Contest 2021 was the web series **BTA - Building The Ark**, which from May to October told the story of the artistic journey of three former finalists. Through seven episodes filmed in spectacular settings in Friuli Venezia Giulia, creative dynamics took shape in three works inspired by the Family, the Heart and the Future, in collaboration with OTB, Swatch and Allianz. A huge success with over 5 million views.

ITS ARCADEMY

ITS Arcademy is Ark, Archive, Academy. An exhibition space, an educational path, a training centre **that will be opened in 2022 on the occasion of the 20th anniversary of ITS**. A place open to everyone to cultivate creativity, be inspired and experiment.

Its foundations rest on the **ITS Creative Archive**, a design archive, a cultural and social resource that narrates the evolution of contemporary fashion, opening a dialogue between the creations of yesterday, today and tomorrow. An ever-growing collection of over 14,000 portfolios, 1,000 fashion items, 160 accessories, 120 pieces of jewellery and over 700

photographic projects. A place of wonders capable of enchanting and stirring even the most creative of talents.

"Today's arks are like Svalbard's global seed vault, an absolute for the biodiversity future of the planet; our ark is about the culture of creativity, a single seed can be vital to keep ideas and imagination thriving. In Arcademy everything is possible: because every grain of creativity saved can evolve in our minds and hands growing into a new tree".

Barbara Franchin, Founder and Director of ITS

ITS Arcademy is about promoting the culture of creativity, spreading knowledge and sharing experiences.

In 2022 ITS will celebrate its 20th anniversary, an important milestone for this platform for the promotion of talent that has always been a seismograph capable of recording every creative vibration on a global scale, detecting changes and innovations, thus describing the evolution of contemporary fashion.

INSTITUTIONS AND PARTNERS

PromoTurismoFVG and the **Friuli Venezia Giulia Region** confirm their strong and continued support for ITS, together with the patronage of the Municipality of Trieste highlighting the strong territorial roots of the project, the strong link with the places where it was born and has evolved in almost two decades, sedimenting an operational synergy of objectives and visions.

"The Region will always be at the side of those who, like ITS - International Talent Support, rely on creativity and innovation to establish themselves and generate wealth. In the conviction that these are fundamental aspects of Friuli Venezia Giulia's development strategy for both the present and the years to come, the regional administration is working with conviction to attract significant investment in this area. The ITS story, with the forthcoming opening of its Arcademy, is a concrete example of this virtuous path taken together, which will succeed in combining training, excellence in the sector, the specific features of our territory and business capacity. It is worth emphasising once again: the growth of an area and its community also depends on culture, creativity and innovation. This is why we must work as a team to support a project of great importance such as ITS Arcademy and the Foundation, which will have the task of transforming this new experience into yet another success story of our Region.

Massimiliano Fedriga

Governor of the Friuli Venezia Giulia Region

OTB - is an international fashion group, powering a range of global, unconventional brands, including Diesel, Maison Margiela, Marni, Viktor&Rolf, and Jil Sander. 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 re-define the world of fashion and lifestyle, also by supporting several initiatives which aim at discovering new creative talents, such as ITS, that OTB Group has supported since the very beginning.

Swatch - 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 400 artists from 54 countries. Five of them were the recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest.

Allianz Italy - is one of the leading Italian insurance groups and is part of the Allianz SE Group, a world leader in insurance and asset management, with over 150,000 employees serving more than 100 million clients in over 70 countries. In Italy, the second insurance market for the Group after Germany, Allianz Italy operates with approximately 4,500 employees serving more than 7 million customers, through a multi-channel distribution network consisting of over 25,000 insurance agents, their collaborators and financial advisors, important bancassurance agreements and direct insurer Allianz Direct.

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.

Develon - Our website www.itsweb.org runs on technologies and services provided by Develon, Internet partner of ITS2021. Develon Group supports companies in the digital transformation process and in the development of technological platforms. Develon's business focus goes from strategy consulting to customer experience design, from big data for the hospitality and events industry to digital solutions for retail and pharma.

ITS 2021 Building the Ark is created under the patronage of **Vogue Italia, Camera Nazionale della Moda Italiana, Pitti Immagine e Fondazione Ferragamo.**