

# ITS 2019

## SINCERELY TRUE. ITS OPENS THE DOORS OF ITS NEW HOME: WELCOME AT THE ITS ARCADEMY

### ON JULY 12TH, THE CREATIVITY OF THE FUTURE WILL MEET IN TRIESTE FOR ITS – INTERNATIONAL TALENT SUPPORT.

**ITS – International Talent Support** marks the 2019 edition by opening the doors of its new home: the **ITS Arcademy**, the space where global creativity is welcomed and shared and where everyone can compete in a positive dialogue that looks to the future.

The **ITS Arcademy** comes from the international experience of **Barbara Franchin** and the **EVE** team, who in 18 years of passionate research have brought to Trieste the best emerging talents in the field of fashion, accessories and jewelry design. By building and nurturing a valuable creative archive of international importance – the **ITS Creative Archive** – ITS has created the conditions for opening a global gym of creativity, a training and research space open not just for professionals but for any curious experimenter, from the youngest to the oldest.

The **ITS Creative Archive** is an archive of contemporary art unique in the world, a cultural, social and economic development resource that tells the evolution of contemporary fashion by opening a dialogue between the creations of yesterday, today and tomorrow. It is a growing collection, which includes 17,000 portfolios, over 220 outfits, over 200 accessories and jewelry pieces, more than 700 photographs and 100,000 images. Over the years, institutions such as the **Victoria & Albert Museum**, the **MET**, the **Galliera** museum in Paris and the **FIT** museum in New York have explored the archive, an inexhaustible source of inspiration for journalists, insiders, students and teachers of schools and universities all over the world.

The term **Arcademy** comes from the fusion of the words **Archive**, **Ark** and **Academy**. It is a place where former finalists, jurors and the rest of the international ITS network will play an active role; it is a place where innovators, insiders from the fashion industry, scholars and visionary talents will be allowed to exchange experiences while brainstorming on the future of design, actively contributing to its realization.

The ITS Arcademy activities will explore the world of creativity through a wide range of events and courses: from those for the merely curious to those for professionals and companies, through training programs aimed at all age groups and different levels of experience.

The **final event** of **ITS 2019**, which will launch the ITS Arcademy, will take place in **Trieste** on **July 12<sup>th</sup>**, where emerging talents from all over the world will be the protagonists and where designers, journalists, trend setters and artists will meet to trace the new routes of creativity and innovation. Together with their teachers and former finalists, ready to support the new generation of the **ITS Family**.

**Barbara Franchin, Founder and Director of ITS:** *“ITS is a real **creative platform** that, through a process of evolution and expansion started eighteen years ago, first gave birth to the contest and then the ITS Creative Archive. The ITS Creative Archive is a **unique element within the Italian artistic and cultural heritage**, a wealth to support and nourish for the benefit of the debate on design in all its forms and an undoubted economic driving force for the whole community. A living place that goes beyond the exhibition function to become an **educational, training and experimentation laboratory** through the **ITS Arcademy**. We are now expanding the ITS seismographic nature: the talents we bring to Trieste will be coming back as accomplished professionals to share the depths of their soul in a land that has always been, historically, a place for exchange and sharing. New talents, new professionals will be allowed to blossom, nurturing the sensibility and receptiveness of this territory. **The ITS Arcademy will open in 2020 and it will be for everyone, from the 5 years to the 100 years old of age.**”*

**Tiziana Benussi, President of the Fondazione CRTrieste:** *“The Fondazione CRTrieste supports the work of Barbara Franchin and EVE’s staff since 2004, in particular appreciating the important role of enhancing young talents in the fashion sector; one of the flagships of the Country’s system. From now on, the support to EVE will be even more concrete: some of the spaces of our historic building, about 650 square meters, will be allocated for the headquarters of the ITS Creative Archive, allowing it to be enhanced and made available to the public. Moreover, these spaces may in future become a place where the Italian “know how” will be expressed at its most, becoming a gym for young talents. I would like to thank the Municipality of Trieste, in the person of our Mayor, Roberto Dipiazza, who had already identified public spaces where to host the archive and who then shared this solution, immediately realizable, allowing the Fondazione to start this project.”*

## **A UNITED TERRITORY, A COMMON PROJECT**

**Regione Friuli Venezia Giulia** continues to provide its support to ITS within an increasingly more cohesive and united territory in promoting the growth of the creative platform. Also the **City of Trieste** confirms its support to ITS.

**Massimiliano Fedriga, President of Friuli Venezia Giulia:** *“ITS deserves credit for two major reasons: for investing on young talents and for providing them – and the whole Friuli Venezia Giulia Region – with an outstanding international showcase. Such a proactive attitude, aimed at enhancing the value of capabilities, and at helping demand and supply meet on the job market, is also strongly shared by the Region, which has therefore chosen to renew its support to the initiative. Keep up the good work and, most all, enjoy yourselves.”*

**Roberto Dipiazza, Mayor of Trieste:** *“It is a pleasure and a duty to be close to ITS - International Talent Support. The event in which I believe since its debut in 2002 and which I have always supported in my previous mandates as Mayor and to which, with pleasure, I continue to contribute in this mandate as well by supporting an event that not only promotes young talents, but allows the city to enjoy international visibility also in the fashion sector. The talent and vision of Barbara Franchin and her team that, from the very first edition, have managed to involve young talents from more than 80 countries, represent well Trieste, which, more than ever, is the city of the possible, capable of growing in cultural terms, economic and social, able to create a system and be a protagonist and not a spectator of its own growth that, thanks to Porto Vecchio will bring new employment, giving everyone the deserved satisfactions.”*

**ITS brings the world to Trieste and Trieste to the world**, and once again will rely on its natural allies **Trieste Trasporti, Trieste Airport FVG and Trieste Terminal Passeggeri**.

## **ITS 2019 CONCEPT: SINCERELY TRUE**

**ITS is empathic, spontaneous, sincere, natural, naïf.**

In a time when we compete against each other screaming, when we project our own image filtered in a totally artificial manner, when we give room to misleading messages and truth becomes ineffable and confusing, ITS seems anachronistic: it invites you to come forward the midst of chaos, to muffle the noise, and to simply be yourself. To truly be yourself, because truth doesn't need to be yelled out.

ITS aims at being be like slow breathing, like a breath of fresh air, without filters, without irony, without the endless need to show how cool we are. ITS aims at breaking down all the walls and all the superstructures.

ITS aims at baring its soul, at exchanging views, without barriers.

ITS aims at telling the beauty and the truth that each individual will bring along. The truth of the finalists, of their stories, the beauty of their creations. Simply. Honestly.

## **PARTNERS**

A strong network of companies will give their support to ITS for the 2019 edition:

**Renzo Rosso, President of OTB:** *“Having been part of ITS for the last 17 years, we feel part of a real family. A family of talented young creative minds from all over the world whom we have the luck to meet first hand, to be inspired by, to mentor and to give a chance in this industry and in life. I will never stop urging them to be brave, to think out of the box, to innovate and to move us all forward. The future of fashion passes by them.”*

*“The interests of illycaffè in beauty and the arts in general extends to many territories – comments **Massimiliano Pogliani, CEO of illycaffè** – contributing to the diffusion of creativity and culture. Promoting young talent is an important asset to our company strategy, capable of perfectly integrating the ethical and aesthetic dimensions of the illy universe. For this reason, we have proudly confirmed our support for the next two editions of ITS.”*

**OTB** is an international fashion group, the parent company of iconic fashion brands Diesel, Maison Margiela, Marni, Viktor&Rolf, Paula Cademartori, and state-of-the-art companies Staff International and Brave Kid. The mission of OTB is to build brands for a new breed of consumers - enabling development, challenging the rules and fostering creativity. The group finances several initiatives aimed at discovering new creative talents, such as ITS, supported by OTB since the very beginning.

The philosophy that prompted **illycaffè** to open up a fast-track channel of communication with the art grew out of a veritable ideal that we pursue: the union of the beautiful and the good, integrating an ethical dimension with aesthetics. For a company as illycaffè that pursues the sustainable quality, seeking beauty is a key component of its corporate culture and ethics that extends into many different areas and helps disseminate art and creativity.

**Swatch** is excited to approach ITS 2019: another page has been written about this amazing creative romance and the **ITS Time for Coffee** project will be unveiled. 2018 winner of the newly created award, British designer **Tolu Coker**, has been spending 10 weeks in the Swatch Art Peace Hotel and her project will be about that experience, and for sure a flavourful and rich one.

## SPONSORS

The mission of ITS is shared by prestigious sponsors:

**Lotto**, the leading Italian brand in footwear and sport clothing since 1973, is synonymous with Italian style, Innovation and Design. Founded 45 years ago to produce tennis and soccer shoes, over the decades the best teams and athletes all over the world have donned Lotto's shoes and apparel.

**Allianz Italy** is a major provider of insurance and financial services in Italy and is part of the Allianz SE Group, world leader in insurance and asset management. It employs over 5,000 people to serve more than 7 million customers, through a multichannel distribution network consisting of 25,000 professionals, including insurance agents, territorial collaborators and financial advisors, in addition to bancassurance agreements and market leader in direct insurance Genialloyd.

Since 2001 **Trieste Trasporti** is the concessionaire of the local public transport service in the province of Trieste. The 60% of the company is held by the Municipality of Trieste, the 40% is by Arriva (Deutsche Bahn Group), the European leader in passenger transport. Technological innovation, quality of services, attention to the environment make Trieste Trasporti one of the most appreciated Italian companies in the transport and mobility sector.

**Trieste Airport** 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.

From March 2018 Trieste Airport multi-modal hub includes a new railway station, a 16-bay bus station and new car parks for up to 1,500 cars (with a multi-story car park with 500 parking spaces), all connected with an internal road system. Proximity to Trieste-Venice motorway, international airport and multi-modal hub: in this context, the hub will grant also modal interchange among all the different modes of surface transport (bus, car or train) for an overall benefit and improvement of local and regional mobility.

**Trieste Terminal Passeggeri S.p.A.** manages the Cruise Terminal of the Bersaglieri Pier, close to the Piazza Unità d'Italia, and the Pier IV Passenger Terminal. The company also deals with congress organization and is licensed to manage the Pier IV car parks and those located along the Trieste waterfront.

**Tomorrow London Holdings Ltd** - a Group of companies forming a unique multibrand, multiservice omnichannel business model.

Our website and app run on technologies and services provided by **Develon**, internet partner of ITS 2019.

**Eataly** is eating and living the Italian style. The idea is pretty simple: a big and joyful place where the Italian food and wine - growing traditions are affordable and can get bought, eaten and studied by everyone. Eataly Trieste is devoted to all the winds that make the Italian biodiversity unique around the world, giving life to lots of products of excellent quality.

Inspired by starred chef Matteo Metullio, two new gourmet stars shine in piazza Unità d'Italia, Trieste. The **Harry's Piccolo**, which has recently earned Trieste's first Michelin star, is an intimate venue to indulge in an exclusive wine and dine experience, while in **Harry's Bistrò** haute cuisine, elegance and an informal mood blend harmoniously.

**Vogue Talents**, the platform dedicated to talents from all over the world with a dedicated section on **Vogue.it** and included twice a year as a supplement of Vogue Italia, **this year celebrates 10 years** and is back as Media Partner of ITS 2019.

**Il Piccolo**, the newspaper of Trieste which has followed and supported ITS all the way, is back as Media Partner of ITS 2019.

**Eyes On Talents**, the online platform used by global design-led brands to discover and connect with today's best talent, is pleased to extend its partnership as a Digital Talent & Media Partner of International Talent Support.

**The Office** is a valuable technical supporter.

International Talent Support is created under the **Patronage** of **Ministero dei Beni Culturali, Autorità di Sistema del Mare Adriatico Orientale, Pitti Immagine** and **Camera Nazionale della Moda Italiana**.

*"We are thrilled to collaborate to a new edition of ITS – says **Raffaello Napoleone, CEO of Pitti Immagine** – and to contribute to a project that over the years has brought recognition to a large number of young fashion designers from all over the world. We have always admired the passion and competence of the ITS team, their ability to come into contact with schools and their farsightedness in selecting the best talents. Pitti Immagine organises fairs, sets up close relationships with thousands of companies, attracts the most qualified international buyers and produces events of high communication impact. These are the tools that we, in turn, use to support the ITS young designers: in making the winner participate to the winter edition of Pitti Uomo in January 2020, and in offering her/him a one year mentorship through our Pitti Tutorship direction."*

**Carlo Capasa, President of Camera Nazionale della Moda Italiana:** *"Supporting talents and enabling them to express themselves and grow is an indispensable commitment that all players in the fashion industry should see as an institutional priority. Alongside sustainability and digitalization, it is one of the pillars of Camera Nazionale della Moda Italiana's strategy. This is why we are proud to be able once again to support ITS in concrete terms, with a prize. The creativity and energy that go into Barbara's work and that of her platform are a source of huge inspiration."*

## THE ITS AWARDS: ENDURING SUPPORT

The awards that will be assigned at ITS 2019 aim to support the winners alongside their professional path and help them fulfill their creative dreams.

The **ITS Award powered by Allianz** winner will receive a cash prize of €15,000. Furthermore **Pitti Immagine** will offer a 12-month mentorship by the Tutorship Division and the opportunity to showcase a Capsule Collection at the Pitti Uomo edition in January 2020.

The **OTB Award** will grant €10,000 and the winner might be offered an internship in one of the brands of the group with an expenses reimbursement and a return ticket from the winner's residence country.

The **Diesel Award** will grant the winner a 6-month internship in Diesel with an expenses reimbursement, a return ticket from the winner's residence country and lodging.

The **ITS Fashion @ Work Award** offered by Illycaffè will grant €10,000 to the winner.

The **Lotto Sport Award** will consist of a 3-month internship with Lotto Sport Italia that will include the design and development of an exclusive project built around a shoe or an apparel mini capsule collection.

The winner of the **Tomorrow Award** will have a space to showcase his/her collection by the Tomorrow Showroom at the Tate Gallery, London.

A **Special Mention** by **Vogue Talents** will be awarded to a finalist. The winner's collection will be featured on the Vogue Talents website and in the supplement of Vogue Italia.

The **CNMI - Camera Nazionale della Moda Italiana Award** will grant the winner a cash prize of €5,000.