

ITS 2020: HERE WE BELONG, SEARCHING FOR RESPONSIBLE CREATIVITY.

ITS ACADEMY: FROM JULY 2021 A NEW HOME IN TRIESTE, THE ARCHIVE OF THE FUTURE.

International Talent Support is proud to announce **ITS 2020**, which will culminate with the final event to be held in **Trieste on July 17 at the Magazzino 42**.

The new edition embraces the concept of **Responsible Creativity**, of an unequivocal **awareness**, of a **conscious and necessary cultural shift** in all aspects of our daily life and, even more so, in the diverse expressions of creativity. Applications will be open until **March 15**, while the names of the **finalists** will be announced in early May.

HERE WE BELONG

The long, 20-year journey of ITS will at last find its home within the spaces of ITS Academy.

A complex and ambitious path which the ITS team is preparing to undertake in the next months.

The new space for creativity will be opened concurrently with the 20th edition of ITS, **in July 2021**.

A space that will be enlivened and uplifted by the presence of the extended family that ITS has built in these last years: finalists, teachers, students, creatives and industry insiders. But above all it will be a home open to its city and territory and to anyone who feels the urge to **express and set free their creativity**.

This long journey, encompassing two decades, will continue with a **docu-film** already in progress, with **a book** that will illustrate this special story, made up of many different stories, as well as with an **exhibition** that will launch the display spaces **of the Academy**."

"Here we belong" is the statement for the 2020 edition of International Talent Support: crying out one's belonging to a world. A statement that, while reclaiming its origins, does not dwell upon logics of possession and exclusion. A place does not belong to us, it is us who belong to a place. The one we are referring to is not necessarily a physical space, but rather a "modality": a collective way to feel and to approach life, something that holds us up and anchors us, like the roots of a tree. Just like a family, we are connected and bonded together through a mutual belonging that makes ITS a home to young creatives from the world over; those who are seeking a ubi consistam, and dare to embark on an adventurous journey into the unknown, those who wish to experience firsthand the respite of remote places, only to leave again and return home. Or, maybe, find one's true home in those faraway places, at last."

A UNITED TERRITORY, A COMMON PROJECT

The 2020 edition of the creative contest was launched today, January 31, on the website and social networks of ITS and with a press conference hosted in the premises of **Regione Friuli Venezia Giulia**.

The increasingly stronger connection between ITS and its territory has been illustrated today by Regional Councillor for Labour, Training, Education, Research, University and Family **Alessia Rosolen**, with President of Fondazione CrTrieste **Tiziana Benussi** and illycaffè Art Director **Carlo Bach**, besides, of course, the founder and director of ITS **Barbara Franchin**.

The Regione Friuli Venezia Giulia, the City of Trieste and Fondazione CRTrieste have renewed their backing to **International Talent Support**.

For the 2020 edition also **Fondazione CariGo** and **Fondazione Friuli** have chosen to give their support to ITS, joining **Fondazione CRTrieste**, in particular for **ITS Arcademy Calling High Schools for Creative Responsibility**, the first educational project from ITS Arcademy to expand **across the regional territory, dedicated to high schools**.

"We belong, thus, we are: alive, active, productive. Capable of creating responsibly and to grow sustainably. Today the creative world, that has found in ITS its family and its "spiritual home", has to address, together with the rest of the planet, the important issue of our responsibility towards the environment and society. Will it be able to do so without losing its drive and originality? Responsible creativity means also creative responsibility. Us at ITS always propose a space – that from July 2021 will not be only virtual, but physical too, with the new ITS Arcademy – in which the conversation on the most vibrant and urgent may be expressed through creation, with truly significant strength and impact. Trieste and the world too are our home, ITS is our big creative family which, today more than ever, wishes to contribute to such conversation with an almost predictive outlook on the future that only a community such as this can have."

Barbara Franchin, Founder and Director ITS

"The Regione Friuli Venezia Giulia, thanks to noteworthy events such as ITS, reinforces its ability in combining expertise and professionalism. ITS represents a true incubator of excellences, always ready to single out and support young talents and to promote innovative trends in design and fashion. Closely connected to Friuli Venezia Giulia since its very first editions, this international competition also provides an opportunity to promote the beauty and the peculiar features of our territory and to give visibility to a much-appreciated hospitality network, strongly supported by the Region's administration."

Massimiliano Fedriga, President of Regione Friuli Venezia Giulia

"It is not the destination that counts, what is truly important is the journey we take to get there. During this journey we have the chance to get a deeper understanding of ourselves and, just like Santiago, the main character in Paulo Coelho's novel The Alchemist, also to see with new eyes the richness we already have, and to understand that the World is the most beautiful source of knowledge. This is how I like to interpret the words "Here we belong", the statement for the 2020 edition of International Talent Support. If it is true that our home is Trieste, it is as much appropriate to say that Trieste is open to the World, and that the World is looking at Trieste with Santiago's eyes; with eyes full of admiration.

We must give credit also to ITS for the great interest aroused by the city at the national and international level, and acknowledge the enthusiasm of Barbara Franchin and her team, who, with elegance, style and inventiveness have been able to give visibility to our city also within a major sector such as the global fashion industry. The journey of ITS, which started precisely at the time of my previous tenures as Mayor, is continuing with renewed enthusiasm and success, and the City of Trieste will be walking along that route by Barbara Franchin's side. The young talents are the stars of this journey, but also the creators of our tomorrow, of a future that belongs to us all."

Roberto Dipiazza, Mayor of Trieste

ITS ARCADEMY: A NEW HOME BUILT ON THE FOUNDATION OF ITS CREATIVE ARCHIVE

ITS Arcademy has blossomed from the international experience of **Barbara Franchin** and of **EVE's team**: 19 years of meticulous research to showcase the best emerging talents in fashion, accessories and jewellery design. The project is deeply rooted in the city and region's environment, while the creative seeds sowed along this path will finally bloom with **ITS Arcademy**, our destination and safe haven after a journey that has lasted almost 20 years, but also the starting point for new explorations into the global search for creativity. Building and growing a valuable international archive over the years – **the ITS Creative Archive** – has laid the foundation for a new global home of creativity.

The **ITS Creative Archive** is a **one-of-a-kind** contemporary art archive, a cultural asset and for social-economic development that testifies the evolution of contemporary fashion and establishes a valuable conversation between past, present and future design. An ever-expanding collection comprising 18,000 portfolios, over 240 outfits, more than 125 accessories and jewellery pieces, over 700 photographs.

A peculiar **Archive of the Future**, which over the years has attracted the interest of major institutions such as London's **Victoria&Albert Museum**, the **MET**, the **Galliera Museum** in Paris, **and the Museum at FIT** in New York and a source of inspirations for fashion editors and professionals, students and teachers from fashion schools and universities worldwide.

The term **Arcademy** encompasses and sums up the core elements of the mission envisaged by ITS: **Archive, Ark** and **Academy**. **ITS Arcademy** will be a dynamic and lively space where former finalists, jurors and the contest's international network will have an active role. **A space for exchange and development** for innovators, fashion insiders, professors and visionary talents will be able to interact and **exchange views on the future of design and contribute to create it**.

The ITS Arcademy will blend the exhibition element with the didactic one. The exhibition will include the ITS Creative Archive and temporary exhibitions that will offer a space for dialogue between the world of fashion and those of the arts, cinema and design. The didactic part will be aimed at **two different types of public: a Pop one**, with courses and workshops addressed to elementary, middle and high-school students from all over Italy, tourists and the whole territory; and **a Professional one**, dedicated to insiders, where former ITS competitors will return to Trieste as teachers, and where companies will be able to create workshops and special projects.

ITS Arcademy has found its home in the palace of Fondazione CRTrieste which has believed in the initiative since the very beginning, offering its prestigious spaces to host the premises of the new project.

The Cultural Association EVE Creativity Reserach Lab is among the winners, with the ITS Arcademy project, of the **public competition announced by Regione Friuli Venezia Giulia** devoted to **Cultural and Creative Spaces**, a joint initiative carried out by the **regional government offices of Culture, Training and Productive Activities**. The European policies regarding the 2021-2027 programming consider culture and creativity as tools of social cohesion and integrated urban development. In synergy with such goals the competition supports initiatives aimed at **enhancing the value of the cultural heritage of Friuli Venezia Giulia**, at promoting **economic development and innovation**, at creating suitable settings for new methods of permanent learning within formal and informal settings.

THE ITALIAN FASHION SYSTEM, FOUNDATIONS AND INSTITUTIONS ARE JOINING FORCES

Supporting young talents, alongside with sustainability, digitalization and storytelling, is one of the pillars of our strategy at Camera Nazionale della Moda Italiana. Therefore, it is only natural for us to support the great work Barbara has been carrying out for some time now with courage, energy and a forward-looking attitude. We are very proud to give once again our concrete support to ITS through a dedicated prize. Fostering talents and enabling them to express themselves and grow represents the future of fashion, and is a vital commitment we must all make, working together and joining forces.

Carlo Capasa, President CNMI

"We are happy to renew our collaboration with ITS, a project that at every edition has managed to spotlight and promote many emerging talents, involving fashion schools with passion and professionalism and launching the new levers of the global fashion scene. For the young ITS designers we will offer Pitti Immagine's experience and our know-how in the promotion of the fashion and lifestyle industry at a global level, with a 6-month mentorship program by our Tutoring & Consulting direction, and also giving the opportunity to participate in one of our main events: the January 2021 edition of Pitti Uomo in Florence or the Super women's fair of February 2021 in Milan."

Raffaello Napoleone, CEO PITTI IMMAGINE

The Italian fashion system, the foundations and the institutions are joining forces and work as a team for ITS 2020. International Talent Support is created under the Patronage of: **Ministero dei Beni Culturali, Autorità di Sistema Portuale del Mare Adriatico Orientale, Pitti Immagine, Camera Nazionale della Moda Italiana, Fondazione Ferragamo, Fondazione Friuli and Fondazione CariGo.**

The **Fondazione Ferragamo's** chief mission is to train the new generations to the values of the highest forms of craftsmanship and Made in Italy and to promote awareness of Salvatore Ferragamo and his work through training courses, publications and other cultural initiatives and also to protect and promote Ferragamo's historical archive.

THE ITS 2020 PRIZES WILL AWARD RESPONSIBLE CREATIVITY

ITS 2020 will be addressing the most urgent and key issues of our times.

All participants are required to commit to the concept of **responsible creativity** and also the main Awards offered by ITS have been modified accordingly, openly embracing this concept, an increasingly significant part of the contest's DNA.

The awards that will be assigned at ITS 2020 aim to support the winners alongside their professional path and help them fulfill their creative dreams **also after the event**.

The **ITS Fashion Award powered by Allianz** will assign to a Fashion finalist a cash prize of €10,000 and a Tutorship on **Responsible Creativity**.

The **ITS Responsible Accessories Award** powered by Allianz will assign to an Accessories or Jewelry finalist a cash prize of €10,000 and a Tutorship on **Responsible Creativity**.

Fashion Revolution will organise responsible tailor made creativity mentorships for both winners, which will be delivered by the Fashion Open Studio team.

The winner of the **OTB Award** will receive a cash prize of €10,000 and the chance to carry out an internship in one of the group's brands covering travel expenses from the country of residence plus monthly reimbursement.

The winner of the **DIESEL Award** will receive a cash prize of €10,000 and a 6-month internship at Diesel's HQs covering expenses for a return ticket from the winner's country of residence, monthly reimbursement and lodging.

A selected number of finalists will be challenged to revolutionize the bartender's apron with a focus on sustainability. The **ITS Fashion@Work by illy Award** offered by Illy will grant €10,000 to the winner.

The **ITS ARTWORK by Swatch Art Peace Hotel Award** will offer the winner an immersive experience in Shanghai at the artists residency created by Swatch in 2011. For a period of 4 to 8 weeks, in 2021, the winner will be hosted in Shanghai by the Swatch Art Peace Hotel, in one of the eighteen workshops with private living space. The award includes flights to/from Shanghai, B&B accommodation within the residency, with local support, reception, library and kitchen at disposal. Other artists from all over the world will be in residence at the same time, making this experience even more enriching, interesting and fun.

3 selected finalists will be invited to draw on the historical archive of the brand and create an outfit inspired by Lotto's heritage and the world of tennis. The **Lotto Sport Award** will consist of a 3-month internship with Lotto Sport for the winner who will have the opportunity to directly follow and develop a sports-inspired capsule collection in Lotto's style office. The internship will be starting in mid-September 2020 and will include accommodation, lunches and a month expenses reimbursement.

The winner of the **Tomorrow Entrepreneurial Creativity Award** will be provided a space to showcase his/her collection at the Tomorrow Le Palais Showroom, Paris.

Pitti Immagine Award: The Tutoring & Consulting Direction of Pitti Immagine, which supports designers and brands in their professional and creative development with orientation and consultancy activities, for this edition of ITS is

offering a 6-month mentorship program and the opportunity to participate in the January 2021 edition of Pitti Uomo in Florence, or to the Super women's fair in February 2021 in Milan

The winner of the **Camera Nazionale della Moda Award** will receive a cash prize of €5,000

The winner of the ITS Fondazione Ferragamo Award will receive a cash prize of €5,000 and the opportunity to win an internship with the company's Creative Department.

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

THE PARTNERS OF THE 2020 EDITION

"We belong to the experiences which made us who we are, to the places that touched our imagination, to the people who changed us in all ways. We are the sum of all the things around us. This is why a visionary project like ITS is fundamental. Because it creates the occasion, the time and the place, and pushes the whole creative world forward. ITS is your place. You belong here."

Renzo Rosso, President OTB

*"illycaffè is a company that constantly pursues sustainable quality, and our passion for beauty is an essential component of our corporate culture and ethics. This is a passion that we bring to many areas and we always seek to promote and support art and creativity." Says **Massimiliano Pogliani**, CEO of illycaffè. "Our partnership with ITS is therefore a natural step for the company, and we are delighted to renew our collaboration once again in 2020, continuing to promote and give concrete support to the young talents of the future."*

"Belonging": one of every human being's key necessity. Do we belong to the world, or does the world belong to us? Do we belong to our times? For Swatch, a possible answer lies in the power of emotions and in the exchange with other people. Living the present, the pleasure of showing our feelings and emotions, finding the energy to express one's vision. And, in the meantime, looking at the world with new eyes, every time, letting ourselves be fascinated by the world and the people around us. This may be a way to define what a creative adventure is, the challenge to find one's own balance – and being able to say "I am right here, I belong". This the mission of the Swatch Art Peace Hotel, this is the promise we make our artists in residency."

Carlo Giordanetti – CEO, Swatch Art Peace Hotel

OTB is an international fashion group, the parent company of iconic fashion brands Diesel, Maison Margiela, Marni, Viktor&Rolf, Amiri, 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 which has prompted **illycaffè** to open up a privileged communication channel with the art world is grounded in a true ideal to be followed: the combination of the good and the beautiful, incorporating the ethic and the aesthetic dimensions. For a company such as illycaffè, which pursues sustainable quality, creating beauty is a key component of corporate culture and ethics which extends across numerous areas, and contributes to the dissemination of art and creativity.

"Here we belong": the spirit of **Swatch** belongs to the world. 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 **366 artists from 51 countries**. Four of them were the recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest.

During ITS 2020, the Swatch Art Peace Hotel **will be presenting the work of these four creatives, who won the prize in the contest's past editions and were** then hosted in Shanghai. In addition **it will select the next creative** who will have the unique opportunity to live such an experience from the five finalists of ITS Artwork 2020, powered by Swatch Art Peace Hotel.

SPONSORS & SUPPORTERS

The mission of ITS is shared by a number of important sponsorships:

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 donned Lotto's shoes and apparel. Today, Lotto expresses its heritage also through a lifestyle collection with an eye on fashion.

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. In Italy Allianz employees 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.

Tomorrow is a multi-service business accelerator for fashion brands. The Group helps brands to develop and achieve sustainable international growth, both in terms of their business and the impact on our planet.

In addition to serving as the local public transport concessionaire in Trieste since 2001, **Trieste Trasporti** is now a member of the Tpl Fvg consortium that, from 1 May 2020 handles the service in Friuli Venezia Giulia. The 60% of the company is held by Amt (controlled by the Municipality of Trieste), the 40% is owned 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 – 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. Thanks to its partnership with Sky Valet, TRS is the exclusive reference point for the Northeast of Italy for the handling of private and extra-luxury flights.

Trieste Terminal Passeggeri S.p.A. manages the cruise and general passenger traffic of the Port of Trieste in the Pier IV Passenger Terminal and the Bersaglieri Pier Terminal. The company also deals with congress organization and is licensed to manage the car parks located along the Trieste waterfront.

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.

Our website runs on technologies and services provided by **Develon**, internet partner of ITS 2020.

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 be 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.

Eurocar Italia s.r.l. with its 8 commercial branches (in Udine, Trieste, Gorizia, Villa Vicentina and Gemona del Friuli) is the biggest car dealer group in Friuli Venezia Giulia, with about 200 employees and an annual turnover close to 160 million Euro. It sells over 4,400 new and 3,000 used cars every year. The Company has been operating in FVG since 2004.

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 to Vogue Italia, is back as Media Partner of ITS 2020.

Il Piccolo, the newspaper of Trieste which has followed and supported ITS all the way, is back as Media Partner of ITS 2020.

Eyes On Talents, the curated place to find the Talent you need, is pleased to be back at ITS 2020 as Digital Media Partner of International Talent Support.

The Office is a valuable technical supporter.

ITS 2020 is created and organized by **EVE** with the support of **Regione Friuli Venezia Giulia**, **Promoturismo FVG**, the **City of Trieste** and **Fondazione CRTrieste**. **OTB**, **illycaffè** and **SWATCH** are the partners of **ITS 2020**.