

'HERE WE BELONG'. THE NEW FORMAT FOR ITS 2020, AND THE LAUNCH OF ITS ARCADEMY: THE SEEDS OF RESPONSIBLE CREATIVITY ARE GROWING

Each one of the editions of ITS has been, and forever will be, special and unique. Today, **July 17**, is the date originally scheduled for our event, to **celebrate together the creativity of young talents** at ITS. This edition will distinguish itself even more: partly for the unexpected and dramatic situation the world is facing right now, from which each one of us will necessarily emerge transformed, and in which creativity, responsibility and sustainability play a fundamental role; partly because in this same year a new project is stemming from the 20-year old ITS tree, a natural evolution, a dream fulfilled, and the path into the future: ITS Arcademy.

ITS 2020 LIVE will be live-streamed on October 23, 2020 on all ITS and partners' channels.

An introductory video, inspired by the images from the **HERE WE BELONG** concept, also including a presentation on the **Friuli Venezia Giulia Region and Trieste**, will welcome all the virtual viewers. This will be followed by the finalists' designs showcased in the designer's own personal scenario, revisited within a 3-D setting.

This year's venue for the event will be a rough industrial-style space in the heart of **Porto di Trieste**, in distinct contrast with the formal, central European elegance of the **Palazzo della Prefettura**, where the award ceremony will be held. The jurors and representatives of the brands supporting the event will join **Barbara Franchin** to assign this edition's 13 awards, while the finalists will participate digitally in real time.

If on one hand compulsory social distancing for this year's edition has sacrificed a vital part of the spirit of ITS, contact with its 'physical home', **Trieste**, and the opportunity to meet in person, on the other hand, this situation is reinforcing precisely the very sense of belonging of this global community, that knows no obstacles, and will have the chance to engage, at least virtually, with an audience wider than ever and prepare for the great new initiatives set out for 2021, **when we will embrace again**.

ITS 2020: HERE WE BELONG

'HERE WE BELONG', as announced in January is the theme of ITS 2020: a relevant message, now more than ever, looking for one's roots and their ability to stretch out. Our belonging to a place, be it physical or spiritual, to a time, to a community. A stronger reason to make sustainability, circularity, regeneration the keywords of this new 'shared home', and in which the idea of responsible creativity – individual and collective – is becoming more and more prominent.

The 32 finalists of ITS 2020, from 16 nations, are advocates of these new ideas, which for some time now have been circulating in the worlds of fashion and design, but only recently – and in a decisive way among the new generations – have found their full and individual interpretation. Their choices clearly show a common commitment to such issues, although in an extremely personal way.

THE JURIES AND THE ITS PRESS CHOICE AWARD

The **ITS 2020 International Jury** – that in early October will e-meet each one of the finalists to get to know them better and discover their work and personality through a portfolio presentation – will include a large number of remarkable figures from all areas of creativity: from **Tim Blanks**, Editor at Large of Business of Fashion, **Carlo Capasa**, President of Camera Nazionale della Moda Italiana, Artist, **Kiki Smith** to the Director and Chief Curator of Museum at the Fashion Institute of Technology, **Valerie Steele**.

This year for the first time an **International Press Jury** will be awarding a special prize to the finalist in the fashion, accessories or jewellery area who, as well as developing a responsible creativity concept, will have best conveyed their vision, along with a socially beneficial and innovative message.

Such an important task for the industry press – almost a mission – is much more than just a scouting activity, as it aims to show a contemporary and visionary idea, indicating the path to choose and highlighting the value of those who have already embraced it.

ALL THE AWARDS. 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 continue to fulfill their creative dreams **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 organize responsible tailor made creativity mentorships for both winners, which will be delivered by the Fashion Open Studio team.

The **ITS Press Choice Award** will be awarding €5,000 to the finalist in the fashion, accessories or jewellery area who, as well as developing a responsible creativity concept, will have best conveyed their vision, along with a socially beneficial and innovative message.

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

The **Diesel Award** will grant the winner a cash prize of €10,000, plus a 6-month internship at Diesel's HQ in Italy. The internship foresees a monthly expenses reimbursement, a return ticket from the winner's country of residence, and lodging.

A selected number of finalists will be challenged to revolutionise 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, 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 were 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 include accommodation, lunches and a monthly 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.

The **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, 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 **ITS Fondazione Ferragamo Award** will offer the winner a cash prize of €5,000 and the opportunity to carry out an internship in 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.

ITS ARCADEMY: AN INEVITABLE PROJECT

2021 will be **the year of regeneration** for ITS, 20 years after the first edition of the contest, when the first seeds were sown, **ITS Arcademy** germinates.

In these 20 years, ITS has brought to Trieste the young generations of global creativity, in a city far from the fashion capitals, where space and attention is centered on them.

ITS was never just an annual event. The finalists who came to Trieste have all entrusted a piece of their collection: and what a valuable piece! The most vital part, the original seed, the legacy of their creative path, which has grown into the ITS Creative Archive. An archive that has collected not only single designs or objects, but also their stories and initial inspirations, 18,000 portfolios, over 240 outfits, 125 accessories, 86 jewellery pieces and more than 700 digital photography projects, from 80 different countries.

ITS Arcademy is an Archive, an Exhibition Area and a Learning environment, all under one roof. A reservoir of beauty made available to inspire the new generations, a virtuous circle in which responsible creativity reproduces and regenerates itself, according to present-day values and future challenges. A true 'training ground for creativity' that is inclusive, trans-generational and open to the world.

WAITING FOR 2021: A JOURNAL

It is now possible to take a closer look at the ITS Arcademy world, through the **'Making of'**, published every day on the **dedicated website**: like in a real journal, we will take you on a journey to discover the Archive and show you how it transforms into the ITS Arcademy, presenting a new project, portfolio, or story every day.

20 years of young creativity, of vibrant inventiveness, of fashion and design history have found their ideal collocation in a physical space and will inspire – with the participation of the whole ITS community, from past finalists to partners and jury members – the sharing of the past and the creation of the future in a constant conversation between fashion, design, culture, cinema, art, between the young generations and brands, between the institutions and the general public.

We shall fill in this time leading to the launch of Arcademy and the 20th edition of ITS with our usual passion and love, until we see each other again in person. We shall do so showing you, also virtually, all the values we have founded this project on, from the seeds to the fruits of this marvelous tree that never stops growing.

ITS 2020 PARTNERS

This 2020 edition **Regione Friuli Venezia Giulia, Promoturismo FVG, Municipality of Trieste, Fondazione CRTrieste, Fondazione Friuli** and **Fondazione CariGo** continue their support, as does backing from **Autorità di Sistema Portuale del Mare Adriatico Orientale**. They are International Talent Support's travel companions and have deep seated values, not only for the project's institutional importance, but also for its roots, firmly planted in the territory: 'HERE WE BELONG'.

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 Shangai **371 artists from 51 countries**. Three of them were the recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest. This year the Swatch Art Peace Hotel **will select the next creative** who will have the unique opportunity to live such an experience from the 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 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.

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.

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.

Piano B, communication agency specialized in special events, conventions and festivals; recognized by clients for its creative and innovative attitude in project management.

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.

The Office is a valuable technical supporter.

Winters Hair Concept, the artisans of beauty are ITS 2020 technical supporters.

Now more than ever the **Italian fashion system** is actively supporting young talents by joining forces and teaming up with ITS 2020 to nurture a future where responsible creativity can play an increasingly important role. International Talent Support is created with the Patronage of: **Ministero dei Beni Culturali, Autorità di Sistema Portuale del Mare Adriatico Orientale, Pitti Immagine, Camera Nazionale della Moda Italiana, Fondazione Ferragamo.**