

HERE WE BELONG, A FASHION FILM LAUNCHING OCTOBER 23 ON ITS 2020, TRIESTE AND THE REGIONE FRIULI VENEZIA GIULIA

A DEDICATED PLATFORM TO EXPERIENCE CREATIVITY WITH A NEW FORMAT

During these scary and difficult times we have never given up, on the contrary, we wanted to fight back and we wanted to do it our way: calling upon creativity in a responsible way in order to imagine our resilient edition of ITS. We called upon creativity, which has always guided us, and responsibility, our distinctive feature, to create a special, resilient edition, together with the institutions and our partners that support us.

All the **ITS 2020** creative projects to be showcased through a virtual cinematic experience.

On Friday October 23, 2020 at 4pm (Central European Time) you will be able to experience ITS 2020 - HERE WE BELONG on our dedicated digital platform: **an innovative story-telling, the evolution of the fashion film concept**, starring this year's 32 finalists, from 16 countries, and their creations.

It will be something quite different from a fashion film; not just a story, but a collection of stories, of art, assembled together into a narrative fabric. A risky venture, which has rewarded us with a unique and exceptional result.

A new, exciting format to take a **close-up look** at all the finalists' projects, through a cinematic storytelling that will release their undisputed talent.

"History's toughest moments have always been some of the most creative ones. An enemy to fight does not hinder creativity – it fuels it. We have supported ITS for the last 20 years, and we are close to young fashion designers all over the world because they push the boundaries and pave the way. There are no limits to what can be created. Just believe in it."

Renzo Rosso, founder of Diesel and President of OTB

"2020 is the year of global challenges: it is more important than ever to support those whose energy, creativity, vision and attitude inspire us to look forward, to think beyond, to be positive. Once again, Swatch and Swatch Art Peace Hotel are proud to be with ITS, within a community that shapes the future, that makes us dream, that generates new ideas and asks relevant questions. We can proudly say "HERE WE BELONG", with all our heart."

Carlo Giordanetti - Management Swatch International, CEO Swatch Art Peace Hotel

"At a time, such as this, ITS represents an ideal opportunity to renew our hope in the days ahead through beauty and creativity. Our future depends on young people, and now more than ever, we are glad to support this initiative, which provides concrete support to the new generation and rewards their talent, thus upholding the value of art and culture in all shapes and forms."

Massimiliano Pogliani, CEO illycaffè

HERE WE BELONG – FROM THE REGIONE FRIULI VENEZIA GIULIA MARVELOUS LOCATIONS TO THE AWARD CEREMONY

ITS has deep roots in regional territory, which is strongly highlighted within the 2020 edition's concept, HERE WE BELONG. The journey created with aerial footage provided by Promoturismo FVG, enables us to explore the beautiful Regione Friuli Venezia Giulia. We will fly over the unspoiled lands of our shared roots, and origin, and then in stark contrast we arrive at the SAIPH warehouse, location to scenes from the film.

The journey ends at the Palazzo della Regione, located in the throbbing heart of the city, the impressive Piazza dell'Unità di Trieste, overlooking the Mediterranean sea. Here, in the 19th century Salone di Rappresentanza, where the heritage of this unique border land will encounter the irresistible wave of contemporary creativity, the awards ceremony will take place, live, blending the virtual and the physical at the culmination of ITS 2020.

For the ITS FVG PROJECT one of the finalists reinterpreted a typical dress of a Venetian noble woman from 1420. The dress will be shown as part of the ITS 2020 digital event, enhanced with music and video that hints to historical period.

"The contribution given by ITS year after year to innovation and to the future outlook takes on an even more substantial meaning in 2020. Today more than ever before, creativity is the driving force to help the world restart after the pandemic. "Here we belong", the claim chosen for this year's edition expresses such a concept at best, because the global emergency has forced upon us a common yet not globalised vision. Common as in sharing our objectives for our wellbeing and development that must take into account the uniqueness of the place we belong to. Creativity supports such a process, providing a new gaze on local peculiarities which in fashion translates into the elaboration of an individual talent, making it a universal value. For this reason the Regione Friuli Venezia Giulia takes pride in hosting a world-renowned event such as ITS, capable of unveiling to many young talents their path towards success."

Massimiliano Fedriga, Governor of Regione Friuli Venezia Giulia

"The pandemic has changed us deeply, affecting our habits and daily lives, but has also urged us to react, to modify our attitude, to give new boost to our work, our city and our country. Along this path, not devoid of challenges, in 2020 ITS continues the long journey started in 2002 by Barbara Franchin and her staff, and the city of Trieste is on her side. The theme for this edition, "HERE WE BELONG", is calling for awareness in our origins, on a belonging that never drifts to exclusion and integrates seamlessly within a city with a global reach such as Trieste, always open to new horizons, represented in this instance by the young creatives from all over the world."

Roberto Dipiazza, Mayor of Trieste

THE INTERNATIONAL JURY, AN OUTSTANDING PANEL REPRESENTING THE FULL SPECTRUM OF CREATIVITY

Also this year, shortening physical distance with the help of digital technology, the ITS Jury is made up of top players from the world of creativity in the broadest sense.

From **Mika**, the much-loved singer songwriter and global pop star, to **Paola Antonelli**, architect, designer, curator of the Department of Architecture and Design at the MoMa curating, among others, the "Items: is Fashion Modern?" exhibition, through leading contemporary American-German artist **Kiki Smith**.

A panel that encompasses cultures, nationalities, dissimilar and complementary backgrounds, which will definitely make its mark, enriching it, on the ITS family. There is an absolute need for such diversity of identities

and languages to understand deeply, to be able to discover and decipher the talent of each one of the ITS finalists; because with ITS, fashion becomes a universal language, capable of expressing other languages. It is a real encounter and cross-pollination of art, design, fashion, music – and the jury, in this edition more than ever before, reflects such fusion.

THE INTERNATIONAL JURY OF ITS 2020 – HERE WE BELONG – IS COMPOSED OF:

Mika - Singer & Songwriter

Carlo Capasa - Chairman della Camera Nazionale della Moda Italiana

Paola Antonelli - Senior Curator, Department of Architecture and Design, The Museum of Modern Art

Stefania Ricci - Director of Museo Salvatore Ferragamo and Fondazione Ferragamo

Renzo Rosso - President of OTB

Barbara Franchin - Founder & Director ITS

Sara Sozzani Maino - Deputy Editor in Chief Vogue Italia, Head of Vogue Talents & International Brand Ambassador Camera Nazionale della Moda Italiana

Carlo Giordanetti - Management Swatch International, CEO Swatch Art Peace Hotel

Andrea Rosso - Licenses Creative Director & Diesel Sustainability Ambassador, and Founder of MYAR

Luca Rizzi - Tutoring & Consulting Director Pitti Immagine

Valerie Steele - Director and Chief Curator of the Museum at the Fashion Institute of Technology

Angelo Flaccavento - Independent Fashion Critic and Curator

Orsola de Castro - Founder & Global Creative Director Fashion Revolution

Kiki Smith - Artist

Stavros Karelis - Founder & Buying Director of the London concept store MACHINE-A & Buying Director of the SHOWstudio online store

Luca Josi - Head of Brand Strategy, Media e Multimedia Entertainment of TIM

Tim Blanks - Editor-at-large, The Business of Fashion

Deanna Ferretti - Modateca Deanna

Patricia Urquiola - Architect & Designer

Christelle Kocher - Founder and creative director of KOCHÉ

Carlo Bach - Art Director illycaffè

Stefano Martinetto - CEO Tomorrow Holdings Ltd

Anna Burckhardt - Curatorial Assistant, Department of Architecture and Design, The Museum of Modern Art.

Lucinda Chambers - Co-Founder of Colville and Collagerie

MEDIA JURY AND PUBLIC ASSIGN TWO NEW PRIZES

Something new and important will enhance this 2020 edition, enriching it with two further points of view.

The PRESS CHOICE AWARD will be assigned by an International Press Jury, giving voice to global media like L'Express, Vanity Fair Italy, Tank, Wwd Japan, Fashionista, The Observer, La Repubblica, with a special focus on the finalists' ability to convey their own vision, alongside with a socially meaningful and highly innovative message.

The PEOPLE'S CHOICE AWARD for the first time viewers from home can see finalists' fashion, accessories and jewelry collections close up and vote live for their favorites, thanks to the online platform.

ON THE PATH TOWARDS ITS ARCADEMY

We are working to prepare and launch **ITS Arcademy**.

Dream and passion have become reality, the natural blossoming of the seeds we have planted throughout 20 editions: with patience, dedication and determination we have been gathering the first creative expressions of the ITS young talents into a unique archive that traces back the history of fashion, the creation of trends, the foresight of emerging designers.

ITS Arcademy will be an academy, but also an exhibition space, for a unique, inclusive, independent, democratic project that will welcome professionals and the general public, enterprises and the territory, experts or enthusiasts, sharing the same desire to go down the path of creativity.

ITS 2020: ALL THE AWARDS

ITS 2020 does not shy away from urgent and vital matters of our times. All enrolled projects touch the theme of responsible creativity and the awards reflect this change, openly embracing an increasingly significant part of the contest's DNA. ITS 2020 prizes have been conceived to tangibly support winners' career paths, with the goal to accompany them in the realisation of projects beyond 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 will start approximately from February 2021 (exact dates to be defined by OTB).

The fashion finalists have been challenged with a special project by Diesel, a brief they will be required to develop in time for the Final on October 23. 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 will start approximately from February 2021 (exact dates to be defined by Diesel).

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.

The **ITS People's Choice Award** will be assigned by the public. Everyone will have the opportunity to view & evaluate the finalists' collections through our dedicated online platform, and vote for their favourite among the fashion, accessories and jewelry projects. The winner will receive €1,000.

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 Shanghai **379 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 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 are proud to continue our partnership with the International Talent Support, especially in what has been an unprecedented year for the industry. We believe that mentorship, support, and guidance is crucial now more than ever and is integral to emerging brands in this global climate, especially with the current pandemic. We look forward to presenting the award of Entrepreneurial Creativity and are excited to be providing a platform for the winner to present their collection at the Tomorrow Le Palais Showroom in Paris. Tomorrow's ethos is to power, nurture and champion entrepreneurial creativity, which we will continue to strive to achieve through awards such as the ITS.

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.

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. Develon is a group of companies focusing on digital business strategy and technological innovation for digital channels.

Banca Mediocredito of Friuli Venezia Giulia was established in 1957 to foster the development of companies operating in Friuli Venezia Giulia. Since July 2018, the Bank has been part of the Iccrea Cooperative Banking Group, the largest Italian cooperative banking group, the third largest Italian banking group in terms of branches - 2,600 in 1,759 municipalities - and the fourth in terms of assets, with 155,5 billion euros. Friuli Venezia Giulia Region holds a significant minority stake in the Bank's capital. Since its establishment, the Bank has supported the entire local economic system, facilitating the availability of services and financial resources to public and private entities operating in the area.

Piano B, a communication agency specialized in special events, conventions and festivals; recognized by clients for its creative and innovative attitude in project management. The ITS 2020 Event is produced in Partnership with Piano B with Plesh technical support".

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.

Saiph srl is a company in Trieste operating in the field of mechanical processing, able to work in all industrial processes of precision machining, numerical control machines, light and heavy carpentry and maintenance of industrial machine with scheduled and extraordinary activities.

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 and 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.**
