



2022 CONTEST WINNER ANNOUNCED – CRASH Magazine | Eco Friendly Side

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ITS celebrates 20 years of creativity, launches the ITS Contest 2022 and opens the doors of the ITS Arcademy

The intrepid journey of ITS' metaphorical ark collects unique examples of creativity in fashion and design from around the world. It is a relentless search for emerging talent that ITS has followed on their personal creative journey and whose first creations have been meticulously preserved.

In recent years, the competition has uncovered and launched numerous designers: Demna Gvasalia, now Creative Director of Balenciaga, Matthieu Blazy, newly appointed Creative Director of Bottega Veneta, Richard Quinn, founder of the eponymous brand, Nicolas Di Felice, recently appointed Artistic Director Head of Courrèges, James Long, Creative Director of Iceberg, Alithia Spuri-Zampetti, Head of Design at Alexander McQueen, photographer and artist Jai Lennard, young duo Chopova Lowena, just to name a few.

A journey dedicated to beauty that ITS, through the ITS competition, has always shared with a community that has grown over time, becoming global and turning into a "family". ITS wants to celebrate 20 years with a narrative – physical and digital – and rediscover a unique and dynamic archive that looks to the future.

The journey of the ark continues with the start of the ITS Contest 2022 and the ITS Arcademy.

ITS Contest 2022 – “The Ark of Creativity”

The concept of the ITS Contest 2022 is the twenty-year journey of ITS and the title of this edition – “The Ark of Creativity” – sums up the essence: exploring the world to discover pure creativity, with the mission to preserve it improve and share .

Barbara Franchin, Founder and Director of ITS, says: “For 20 years, the Ark of ITS has been navigating the seas of creativity, pulling extraordinary projects out of the waters and resisting the forces of decay with all its might. The cargo of works is precious because it represents our legacy for the future: pure creative seeds ready to germinate and pass on the magic of this legacy to new generations through knowledge and inspiration. »

The 20th edition of the international competition created by Barbara Franchin took place on Saturday September 10th at its historic location, the Salone Degli Incanti, in the heart of the city of Trieste, directly on the sea. The protagonists were the creations of the finalists in the fashion, accessories and jewelry categories of the competition, selected by an international jury.

“With perseverance and an unrelenting belief in the multiplying power of creation that has never rested for the past two decades, ITS Arcademy has amassed one of the rarest fashion heritages in Italy. This unique collection deserves the claim of universality as it reflects the highest level of contemporary creativity. With more than 14,359 portfolios, 1,077 fashion items, 160 accessories, 118 pieces of jewelry and more than 700 photographic projects, his ever-growing heritage, to which new and valuable portfolios, fashion items, accessories and jewelry are constantly being added, rivals the collections of the largest museums in the world bring the world together and – that’s the hope I’m expressing here – become the first fashion museum dedicated exclusively to the most modern forms and expressions of our time,” says Saillard.

Discover the winners below:

ITS Arcademy Award: €15,000 and a 6-month mentorship from PITTI Immagine Tutoring & Consulting Direction for the most creative, socially conscious and innovative finalist project:

Charlie Constantinou

ITS Media Award: €8,000 will be awarded by the media jury of the ITS Contest 2022 to the finalist who demonstrates the strongest ability to convey their innovative vision in a socially meaningful way:

Mata Durikovic

ITS Video Presentation Award: €3,000, awarded by ITS to the best fashion film selected from all applications of the ITS Contest 2022:

Lucia chain

ITS Digital Fashion Award: €3,000 awarded by ITS to the best digital fashion project selected from all applications of the ITS Contest 2022:

Zong Bojiang and Xiaoling Jin

OTB Prize: €10,000 allocated by OTB to a Fashion, Accessories or Jewelry Finalist:

Lili Schreiber

ITS Artwork Award powered by Swatch Art Peace Hotel: €10,000 awarded by the Swatch Art Peace Hotel after selection among the participants of the ITS Contest 2022:

Yudai & Anna Tanaka

ITS Sportswear Award powered by Lotto Sport: €3,000, €2,000 and €1,000 awarded by Lotto Sport to three finalists who were challenged with a sneaker project:

1. Hing Fung Jesse Lee, 2nd Charlie Constantinou, 3rd Edward Mendoza

ITS Special Mention powered by Luxottica: €3,000 awarded by Luxottica, selected from all applications for the ITS Contest 2022:

Ruby Mellish

ITS Special Mention powered by Vogue Italia: Awarded by Vogue Italia to a fashion or accessories finalist. The winner’s collection is presented on the Vogue.it website:

Eva Heugenhauser

ITS Responsible Creativity Award powered by CNMI: €5,000 awarded by CNMI – Camera Nazionale della Moda Italiana and selected from all entries of the ITS Contest 2022:

Victor Salinier

ITS Footwear Award powered by Fondazione Ferragamo: €5,000 and the possibility of an internship in the company’s creative department, awarded by Fondazione Ferragamo to one of the footwear entries for the ITS Contest 2022:

Dmytro Hontarenko

■ [Jewelry](#)

< [Every year in September 2022 the New York Fashion Week event is open to the public – Fashionista | Eco Friendly Side](#)

> [The Victoria & Albert Museum Appoints Emefa Cole as its First Diaspora Jewelry Curator – Forbes.com | Eco Friendly Side](#)