

ITS Contest 2023: Born To Create

- Applications for the new edition of one of the world's most important competitions for emerging talents open on **May 10th, 2023**
- The new format gives finalists the possibility to take part in a creative residency at ITS Arcademy, the new contemporary fashion museum in Italy. Their works will become part of the ITS Arcademy permanent Collection

ITS Contest – International Talent Support launches its new edition. Created in 2002, the pioneering competition writes a new chapter in its decades-long mission to intercept **the most interesting creative talents** from all over the world. ITS Contest 2023 is open to emerging designers and students enrolled in fashion, accessories and jewellery courses worldwide, who can submit their collections between **May 10th and September 10th, 2023**. Finalists will be announced in **November 2023**.

All competitors will also be able to enter the **ITS Artwork** selection, in partnership con **Swatch Art Peace Hotel**, an evaluation of their potential on the basis of their portfolios, the **ITS Special Mention powered by Vogue Eyewear part of EssilorLuxottica**, the **ITS Sportswear Award powered by Lotto Sports** and the **ITS Digital Fashion Award**, dedicated to digital projects.

Over the last two decades, ITS Contest has scouted hundreds of trailblazing creatives who have contributed to changing the face of contemporary fashion. Many of them now work in the most important maisons or have launched successful eponymous brands - **Demna** (Creative Director of Balenciaga), **Matthew Blazy** (Creative Director of Bottega Veneta) and **Richard Quinn** (the first designer to receive the design award established by Queen Elizabeth II in 2018) are just a few. They are now members of the global community fostered by ITS Contest over the years - a borderless and multidisciplinary network of fashion creators, journalists, teachers and observers that includes some of the most important and influential names of the world of art, design and media.

Twenty years of painstaking gathering of portfolios and pieces produced by contestants - **14,758 portfolios, 1,089 dresses, 163 accessories, 118 jewels and over 700 photographic works** - has resulted in an incredibly rare collection which traces the evolution of contemporary fashion. Today it is at the heart of **ITS Arcademy - Museum of Art in Fashion, the first contemporary fashion museum in Italy**, which opened in Trieste on April 18. ITS Contest 2023 will continue in this tradition, with new artworks, garments and objects to be included in ITS Collection.

ITS Arcademy will be home to the competition's final stages. Contest finalists will be hosted in Trieste for a one-week residency during which they will be able to develop their artistic projects under the supervision of industry experts and previous finalists.

Born To Create

"As living beings, our innate talent is to perceive the order around us. Every time we imagine, every time we take a different, unpredictable path, we subvert the flow of events: a revolution begins, and a new world is created. So if life is the ultimate act of rebellion, then creativity is our tool. And we were born to use this tool. We were born to create."

The concept of this edition, **Born To Create**, is dedicated to one of the most important characteristics of the human being: creativity. An intrinsic yet often neglected human trait, it is part of our essence - that part which ITS Contest has always challenged and stimulated contestants to express.

Local Support

ITS Contest 2023 is supported by the **Friuli-Venezia Giulia Region**, **PromoTurismo FVG** and **Fondazione CRTrieste**, in an important synergy of efforts within the territory with the aim of placing Trieste on the map of international creativity.

The Awards

The ITS Contest 2023 Awards support the professional career of the winners and aim to support the development of their creative projects beyond the event.

For the first time this year each finalist will receive the **ITS Residency Award**. They will be hosted at ITS Arcademy in Trieste for a week. An unmissable opportunity to develop their practice supported by fellow designers and experts.

In addition, finalists will see a piece of their work on show in a **dedicated exhibition at ITS Arcademy**, which will run for two months.

ITS Arcademy Award: €15,000 to the most creative, socially aware and innovative finalist project.

ITS Media Award: €5,000 awarded by the ITS Contest 2023 Media Jury to the fashion, accessories, jewellery or artwork finalist showing the strongest ability to transmit their innovative vision in a socially meaningful way.

ITS Community Award: €3,000 awarded by the public to a fashion, accessories jewellery or Artwork finalist.

ITS Fashion Film Award: €3,000 awarded by ITS to the best fashion film, selected among all ITS Contest applications.

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

ITS Artwork Award powered by Swatch Art Peace Hotel: €10,000 assigned by Swatch Art Peace Hotel, upon selection among the ITS Contest participants.

ITS Special Mention powered by Vogue Eyewear part of EssilorLuxottica: €5,000 awarded by Vogue Eyewear part of EssilorLuxottica to the most deserving project, upon selection among ITS Contest participants.

ITS Sportswear Award powered by Lotto Sport: €3,000, €2,000 and €1,000 awarded by Lotto Sport to three winners challenged with a sneakers project.

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

ITS Accessories Award powered by Fondazione Ferragamo: €5,000 and a collaboration with one of the Ferragamo Creative Departments, awarded to one of the ITS Contest 2023 accessories entries.

A network of companies joins ITS Contest for the 2023 edition.

Partner

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 the **Swatch Art Peace Hotel** opened 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 and interact with the local art community. To date the Swatch Art Peace Hotel has been hosting more than 480 artists, from 55 countries. Eight of them were recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest.

Sponsor

Vogue Eyewear part of EssilorLuxottica was launched in 1973. Vogue Eyewear was acquired by the Group in 1990. It is now recognized as a truly international and contemporary fashion brand geared for young and dynamic consumers who want to stay up-to-speed with the latest trends. With its inclusive approach and playful personality, Vogue Eyewear is an open door to the world of fashion and welcomes everyone to express and celebrate their personality. To achieve its mission in becoming the leading reference for fast-fashion in the eyewear category, Vogue Eyewear partners with international ambassadors shaping the industry.

EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. Formed in 2018, its mission is to help people around the world to see more and be more by addressing their evolving vision needs and personal style aspirations. The Company brings together the complementary expertise of two industry pioneers, one in advanced lens technology and the other in the craftsmanship of iconic eyewear, to set new industry standards for vision care and the consumer experience around it. Influential eyewear brands including Ray-Ban and Oakley, lens technology brands including Varilux

and Transitions, and world-class retail brands including Sunglass Hut, LensCrafters, Salmoiraghi & Viganò and GrandVision are part of the EssilorLuxottica family.

Lotto for 50 years now, is a leading footwear and sportswear company, synonymous with Italian style, Innovation and Design. Founded in 1973 to create tennis and soccer shoes, over the decades the best teams and athletes all over the world have endorsed Lotto's shoes and apparel. Today the brand honours its history and sportive heritage to define the style of the future.

Internet Partner

Our website www.itsweb.org runs on technologies and services provided by the **Develon Group**, Internet partner of ITS 2023 Born to Create. The Develon Group has been supporting companies on their digital innovation journey for more than two decades through the creation of platforms dedicated to specific markets, strategic consulting projects, UX and UI design, application development and technology infrastructure management.

ITS Contest is under the patronage of **Camera Nazionale della Moda Italiana e Fondazione Ferragamo**.

More information is available on itscontest.org.

For further information please get in touch with the Press Office: Alessandro Offer – Tel. +39 040 300589 – pressoffice@itsweb.org

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