

On Friday, July 20th, the final fashion show and the Prize-Giving Ceremony at the fashion show area, former industrial area in Castrette di Villorba (Treviso, Italy)

## INTERNATIONAL LAB OF MITTELMODA - THE FASHION AWARD announces the finalists of the 25th edition

**The competition:** *a showcase for global creativity and a photograph of the state of international sensitivity in terms of fashion, but also a springboard for many young designers towards the companies and the world of work.*

**Gorizia (ITALY) - 23 proposals** coming from all over the world are the finalists' collections of the 25th edition of the *International Lab of Mittelmoda - The Fashion Award*, competition for young designers; on Friday, July 20, they will present their creativity on the prestigious catwalk of the Benetton Studios fashion show area, a multifunctional and exhibition space that occupies a former industrial area of 2,000 square meters near Treviso.

A selection that saw an **International Jury** at work, presided over by the **President of Mittelmoda Matteo Marzotto**, and composed of experts and representatives of companies respected in the fashion system in a careful analysis and research on over **400 projects received** from all countries in the world; only the finalists cover as many as **17**. (SEE LIST IN THE ANNEX)

*"The search for creative innovation and new talent never ends. Mittelmoda is a showcase for international creativity and this year we have found great originality in the proposals entered in the competition - says **Matteo Marzotto, President of International Lab of Mittelmoda** - The Jury has analyzed with great attention both physical and digital portfolios - that this year have prevailed - before identifying the 23 finalists, the most talented young students able to bring new ideas that we will see completely created in July. "*

The **23 selected talents** have entered the final phase of the competition and will participate in the collective show on Friday, July 20, in which they will compete for the prestigious awards of the Twenty-Five, that offers interesting news. Alongside the traditional two **Absolute Prizes** and the consolidated **Lectra Award** - main sponsor of the event, the **four Origin Awards (Leather, Stone, Textile and Technology)** are confirmed, as well as some inedited **Special Prizes**, in particular the "**BEMBERG Award**", offered by the Japanese group **AsahiKasei** and the "**DONDUP Award**", dedicated to denim, offered by **Dondup**).

Aimed at creating an international network of schools and colleges of Art & Design to support the research of new designers through the promotion and enhancement of international creativity, International Lab of Mittelmoda is a valuable opportunity for students to meet and socialize; aspects that are increasingly necessary to promote the professional and personal growth of young people.

# INTERNATIONAL LAB OF MITTELMODA

Promoted by a **no profit reality - Mittelmoda International Lab** - and founded by the leading organizations in the sector (**Camera Nazionale della Moda Italiana, Fondazione Industrie Cotone Lino, Confindustria Moda/Sistema Moda Italia**), the competition operates with the collaboration of various companies that share the same mission: first of all, the **main sponsor Lectra**, world leader in the production of integrated technological solutions aimed at automating the design and manufacture of products in the fashion sector. For many years, the contest is supported also by **Benetton Group**, which this year, for its 25th edition, hosts the grand finale of the event.

## 25th EDITION OF THE FASHION AWARD - THE FINALISTS

**Ala Sinkevich** - Ireland - National College of Art and Design

**Antonia Schreiter** - Germany - University of the Arts

**Ayse Kaya** - Turkey - NABA Nuova Accademia di belle Arti

**Benedetta Tenan** - Italy - Istituto Carlo Secoli

**Daniel Kohavi** - Israel - Shenkar College of Engineering, Design and Art

**Eden Slezin** - United States of America - Academy of Art University

**Emma Picanyol** - Spain - Escuela de Diseño LCI Barcelona

**Fabio Amore** - Italy - Accademia Koefia

**Felice Marie Gronstedt** - Germany - Domus Academy

**Francesca Guidozi** - Italy - Modartech

**Juha Vehmaanperä** - Finland - Aalto University

**Jun Nakamura** - United Kingdom - Istituto Marangoni London

**Laura Recaldini** - Italy - IED Istituto Europeo di Design

**Letizia Barbero** - Italy - Afol Moda

**Margherita Di Placido** - Italy - Istituto Marangoni Paris

**Miriam Pratt Gutiérrez** - Spain - Escuela de Diseño LCI Barcelona

**Petra Jerič** - Slovenia - University of Ljubljana

**Renee De Guzman** - Philippines - Raffles Design Institute HK

**Ryota Sakai** - Japan - Polimoda

**Sara Pavani** - Italy - Accademia di Costume & Moda

**Thanh Dan Ngoc Nguyen** - Norway - ESMOD Oslo

**Tulika Ranjan** - India - National Institute of Fashion Technology

**Zheqiang Zhang** - Denmark - Royal Academy of Fine Arts Copenhagen