

**INTERNATIONAL LAB OF MITTELMODA**  
at MILANOMODAUOMO

*The 24<sup>th</sup> edition of the international contest for students is taking place at “MilanoModaUomo”:  
on the catwalk 23 collections of fashion designers from all over the world.*

*Main sponsor* **LECTRA**

**Tuesday June 20th 2017 at 11.30 am**  
**Fabbrica del Vapore, Milan, within MilanoModaUomo**

Thanks to the strong collaboration among the main organisations of the Italian fashion system (Camera Nazionale della Moda Italiana, Sistema Moda Italia, Fondazione Industrie Cotone Lino, Fiera di Vicenza), International Lab of Mittelmoda - The Fashion Award 2017,, international competition for young designers, the first created in Italy 24 years ago, with a long and successful story, takes another step forward, organising its final phase (Jury works, fashion show and award ceremony) during **MilanoModaUomo**.

To offer a further international showcase of fashion design students, Camera Nazionale della Moda Italiana hosts the final phase of Mittelmoda that goes along with Milano Moda Graduate - the initiative dedicated to the Italian fashion design schools. Mittelmoda is taking place on **Tuesday, June 20th at 11.30 pm, at the Fabbrica del Vapore in Milan**, within the worldly renowned MilanoModaUomo.

Time is ticking by for the showcase of the 23 finalists' collections, coming from all over the world and selected by the Jury - headed by Matteo Marzotto, Mittelmoda International Lab president. They will be displayed on a catwalk set up for the special occasion, taking in the heart of one of the most important fashion fairs in Italy unique examples of fashion creativity translated into the various and innovative interpretations provided by young students living in different countries. They are about to complete their studies, therefore, they are not professional designers yet, and they are able to express their creative ideas with originality and freedom.

Over 600 Art & Design schools and colleges spread in more than 55 nations - belonging to the extended network of contacts built and consolidated by Mittelmoda International Lab in over 24 years of activity - have adhered with enthusiasm to the new edition of the contest. This important participation confirms the role of privileged observatory on the international creativity that the Lab has been developing during the years with the support of important partners such as the main sponsor **Lectra**.

The Jury, that will meet again in Milan for this final phase of the Competition, is called to choose, among the **23 finalists** of the 2017 edition, the winners.

Among the special prizes, the Wool Award will be presented too, offered by THE WOOLMARK COMPANY to celebrate the collection that best interprets this noble fiber and the Prizes offered by Origin, Passion and Beliefs.

## **ABSOLUTE PRIZES:**

### **ABSOLUTE PRIZE FOR THE CREATIVE COLLECTION**

offered by Mittelmoda International Lab, Sistema Moda Italia and the main sponsor Lectra

### **ABSOLUTE PRIZE FOR THE MOST EXPERIMENTAL COLLECTION**

offered by Mittelmoda International Lab, Camera Nazionale Moda Italiana

## **SPECIAL AWARDS:**

### **SPECIAL AWARD LECTRA**

for the most innovative total look most adherent to the Lectra mood, characterized by the presence of a "Touch of Red", chosen among the creations of the students of the schools' network enrolled in the competition, offered by **LECTRA**, main sponsor.

### **SPECIAL AWARD WOOL**

for the most innovative collection made of wool, offered by **THE WOOLMARK COMPANY**, partner of the initiative.

## **ORIGIN SPECIAL AWARDS:**

promoted and offered by **Origin, Passion & Beliefs**

**LEATHER** for the most special collection in the use of leather;

**STONE** for the best collection of jewelry design;

**TEXTILE** for the most innovative and experimental collection in the aesthetics, functionality and making of the textiles;

**TECHNOLOGY** for the most technological collection in the concept and/or in the applications.

## MITTELMODA 2017 | The Finalists

- **Amy Hsu Tzu Chen & Wendy Xiaowen Zhang** Academy of Art University - USA
- **Athena Greta Barbieri** IED - Italy
- **Avishay Berger** Shenkar Engineering Design Art College - Israel
- **Aylin Elmaz** New Bulgarian University - Bulgaria
- **Binghua Mao** IED - Italy
- **Birgit Saviauk** Estonian Academy of Arts - Estonia
- **Claudio Maria Potenti** Istituto Marangoni, Italy
- **Eleana Burrows** University of West England - United Kingdom
- **Fernanda Bueno** Fundação Mineira de Educação e Cultura - Brazil
- **Jeakyong Sim** Esmod Berlin, Germany
- **Katie Ann McGuigan** University of Westminster - United Kingdom
- **Louise Kavanagh** NCAD, Ireland
- **Lucas Van der Velde** ArtEZ University of the Arts - Netherlands
- **Ludovica Serra** Accademia di Costume e Moda - Italy
- **Marketa Martiskova** Royal Academy of Fine Arts Antwerp - Slovakia
- **Merve Ucar** Istituto Marangoni - Turkey
- **Mirjana Klepic** TTF Faculty of Textile Technology - Croatia
- **Monika Lobos** Istituto Carlo Secoli - Poland
- **Nour Daher** Lebanese American University - Lebanon
- **Ragna Sigridur Bjarnadottir** The Royal Danish Academy - Denmark
- **Raisa Klasina Melissa Kok** ArtEZ University of the Arts - Netherlands
- **Roberta Meola** NABA - Italy
- **Vita Ivicic** UAL Chelsea College of Art and Design - Slovenia