

Friuli Venezia Giulia to Shine in Osaka in 2025 with 'Borderless' Fashion Celebration

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by InTrieste

As part of the lead-up to GO! 2025, the European Capital of Cross-Border Culture, Friuli Venezia Giulia will take center stage at the Italian Pavilion in Osaka at the end of April 2025, marking a milestone in the region's cultural exchange with its neighbor, Slovenia. The ITS Foundation, renowned for nurturing some of the world's most exciting emerging fashion talents, will showcase its "Borderless" theme—an initiative that promises to blur the boundaries between culture, creativity, and geographic borders.

The *Borderless* theme will anchor the region's vibrant participation in the GO! 2025 celebrations, a year-long program designed to foster collaboration and cultural dialogue between Italy and Slovenia. This theme will be explored through a series of events beginning in early 2025, including a prominent role for the ITS Arcademy, Italy's first contemporary fashion museum. The Arcademy will host exhibitions, residencies, and educational projects, showcasing the intersection of fashion, art, and culture, and positioning the museum as a key venue for this ambitious celebration.

"The Borderless theme captures the essence of this year's GO! 2025 celebration, symbolizing openness, inclusivity, and connection between the Friuli Venezia Giulia region and Slovenia," said Massimiliano Fedriga, President of the Friuli Venezia Giulia Region. "This initiative is not just a creative expression; it's a testament to the role of creativity as a catalyst for cultural and economic development."

Among the highlights of the festivities will be the photographic installation by Italian photographer Massimo Gardone, transforming Via Cassa di Risparmio in Trieste into an open-air museum starting in January 2025. Additionally, the *Fashionlands: Clothes Beyond Borders* exhibition, curated by fashion historian Olivier Saillard and philosopher Emanuele Coccia, will showcase the works of 25 emerging designers. The exhibition will offer a thought-provoking exploration of everyday fashion as a universal language that transcends cultural and geographic divides.

The ITS Foundation, behind the prestigious *ITS Contest*, has long been a global platform for young fashion talent, attracting nearly 900 applicants from 75 countries in previous years. The 2025 edition promises to be the most ambitious yet, with finalists featured in the *Borderless* exhibition and given the unique opportunity to participate in a ten-day residency program. They will collaborate with international mentors at iconic locations throughout Friuli Venezia Giulia, including the historic Villa Manin, to further hone their craft.

"Fashion knows no borders," said Emanuele Coccia, co-curator of *Fashionlands*. "Every garment redraws the boundary between our body and the world around us. In the hands of fashion, all geographical and cultural boundaries become one common land, a single country: the country of fashion."

As part of the initiative, the ITS Foundation will engage regional high school students through a project called *ITS GO! 2025 Borderless for FVG Schools*. Students from seven local fashion schools will design mini collections that will be displayed at the ITS Arcademy, giving them an invaluable opportunity to showcase their talent alongside internationally acclaimed designers.

Barbara Franchin, President of the ITS Foundation, expressed the significance of the initiative. "Creativity has no boundaries. For years, the ITS Foundation has imagined spaces where creativity can thrive without limits. The *Borderless* initiative aligns perfectly with this vision, offering young creatives the opportunity to engage with international talent, discover new perspectives, and explore new horizons."

The *Borderless* initiative seeks to foster a broader vision, one that transcends not only physical borders but also cultural and social divides. Through these initiatives, the ITS Foundation aims to foster dialogue, encourage cultural exchange, and celebrate diversity in all its forms.

With strong support from international partners such as OTB (the parent company of Diesel, Jil Sander, and Marni), Swatch, and EssilorLuxottica, *ITS Contest 2025* is set to become an unparalleled platform for young designers, offering not only significant visibility but also opportunities for creative and professional growth.

As Trieste and the Friuli Venezia Giulia region prepare for their spotlight moment at GO! 2025, the *Borderless* project promises to offer a unique perspective on the future of fashion—one where creativity, culture, and innovation know no boundaries.

Interviews: Barbara Franchin, ITS Arcademy president; Massimiliano Fedriga, governor of FVG