



YOUNG TALENTS FOR SUSTAINABLE THINKING BY SALVATORE FERRAGAMO

The **Young Talents for Sustainable Thinking** project was introduced as part of the activities related to the exhibition *Sustainable Thinking*, organized by Museo Salvatore Ferragamo (12 April 2019 - 8 March 2020). It was aimed at eight international fashion schools: **Aalto University**, Helsinki; **Accademia Costume & Moda**, Rome; **Coconogacco**, Tokyo; **Donghua University**, Shanghai; **IED**, Florence/Milan; **London College of Design**, London; **Parsons School of Design**, New York; **Polimoda**, Florence.

The students were invited to create prototypes based on the themes of sustainability and recycling, using scraps that Salvatore Ferragamo company donated to each school. The participants, at their own discretion, could supplement these scraps with other recycled materials, in keeping with the concept of circular creativity. Each participant created a shoe, a bag or a piece of women's clothing following the instructions provided by Paul Andrew, Creative Director of Salvatore Ferragamo, who explained, "Patchwork is the technique to be used for this project. Developed in the past by American pioneers to reuse pieces of old clothing or cuts of household linens, patchwork is more than a technique, it is an artform that gives free rein to our creativity. Today, it is the perfect solution to demand for sustainable fashion, as it creates a new life for scraps and snippets of leather and fabrics that would otherwise be discarded. Patchwork has also been one of Salvatore Ferragamo's most iconic stylistic themes since the 1920s, when the great artisan, fascinated by the possibilities of combining an infinite array of colours and materials, created the first patchwork uppers."

A special panel of judges including representatives of Salvatore Ferragamo, industry experts and fashion journalists judged the designs. **DAYDREAMING** by Anna Sorri of the **Aalto University**, Helsinki, was named winner of the project. Each school's submissions will be displayed in a special exhibition at the **Spazio Carra** during **Pitti Filati** (26-28 June 2019). The winning project will also be shown in the *Sustainable Thinking* exhibition at Museo Salvatore Ferragamo.