OFFICIAL REPORT ON THE

COMPETITION OF YOUNG DESIGNERS “GENERATION NEXT”

**6-9 MARCH 2016, SAINT PETERSBURG**

The Final of the XVI International competition of young designers "Generation NEXT" was organized in Autumn 2016 in frames of the Tradefair. It was participated with **84 projects**

1. 30 projects in the “Textiles" category
2. 29 projects (clothes) and 3 projects (accessories and shoes) in the "Suit" category
3. 22 projects in the "Graphic design" category.

This season for the first time the competition was open not only to graduates of the current year, but also for students of Universities, Colleges and training schools. The competition received **96 applications from 17 educational institutions of Russia, Belarus and Italy**.

* + - Saint-Petersburg state art-industrial Academy. Stieglitz
    - Saint-Petersburg state University industrial technology and design,
    - Saint-Petersburg state Institute of culture,
    - Moscow state art-industrial Academy named after S. G. Stroganov,
    - Moscow state University of design and technology
    - Ivanovo state Polytechnic University,
    - Belgorod state Institute of arts and culture,
    - State Institute of economy, Finance, law and technology (Gatchina),
    - Kazan national research University
    - Kuban state University (Krasnodar),
    - Omsk University of design and technology
    - Udmurt state University (Izhevsk),
    - GOU SPO of Krasnodar territory, Ust-Labinsk social and pedagogical College
    - Orenburg state College
    - SPO LO College of technology, service and design (LOL Fashion, Gatchina),
    - Vitebsk state technological University,
    - Free University of Bozen-Bolzano (Italy).

The graduation projects and works of students were performed at a high level and mostly aimed at industrial implementation. We would like to pay additional attention to the complex projects in which the authors develop at the same time textiles, clothing and accessories: shoes, bags, hats and decoration.

Among the finalists of the autumn session 2016 were regular participants and winners of past years. For them "Generation NEXT" - not just a passing phase in career development but also a comfortable working environment, giving young designers the opportunity to improve their skills, gain professional experience and make useful contacts. All finalists received from the Tradefair organizers free admission to the workshops of the Economic Forum of Fashion Industry.

**12 finalists** in the "Suit" category took part **in the fashion show** on the catwalk. **Sabina Alyshova from Minsk** - the winner of last year competition - **presented her collection at the showroom of young designers**.

The professional jury consisted of experts of fashion business:

**Maya Kuznetsova**, fashion designer, PhD, a member of the Union of designers of St. Petersburg, academician of the National Academy of the Fashion Industry, associate Professor of Saint-Petersburg state University of technology and design, head of "School of costume art", artistic Director of the contest "Generation NEXT"

**Zinaida Levchuk**, textile artist, member of Union of artists of Russia, member of the St. Petersburg watercolor society, member of International Association "textile-design", member of the Academy of Russian literature and fine art. G. R. Derzhavin, Professor SPGUTD and SPGHPA

**Olga Chashnikova**, CEO of TM "Voltry", academician of the National Academy of the Fashion Industry, member of the Presidium of the Union of Industrialists and entrepreneurs of the Vologda region, member of the coordination Council for small and medium business of Vologda city, member of the Public Chamber, Presidium member of the regional Women's Council, a member of the regional coordination Council for small and medium businesses

**Luba Popova**, Professor of the history of costume and fashion marketing New Academy of fine Arts in Milan (NABA), fashion designer, costume designer, fashion journalist

**Christina Voronaya**, Manager of the brand "Love Republic" the company "melon Feshn Grup"

**Svetlana Artemyeva**, Director of product brand "Zarina" company "Melon Fashion Group"

**Svetlana Melnichenko**, Vice-President of business women Club of St. Petersburg

**Kuzmenko Margarita** is a winner in the "Textiles" category. Her projects is a decorative panel "the Search for truth", Saint-Petersburg State Art-Industrial Academy. Stieglitz, teacher Busygina Svetlana.

**Vasilyeva Natalia and Urakova Sophia** are winners in the "Costume" category. Fashion collection’s name is "Underwater galaxy", Udmurt state University.

**Turkina Anastasia** is a winner in the "Graphic design" category. Project album is "Photoforms in Jersey", Saint-Petersburg state University industrial technology and design, teacher Savelyeva Alexandra.

On the website of the partner of the contest - project ModaNews.ru (publishing house "Konliga Media") - for the first time on-line voting was organized not only for costume designers but also for textiles designers, the prize was granted by the Distribution company "Grafitek" – the official distributor of PANTONE® in Russia.

The winners become **Anton Permyakov** (collection dressy women's clothes "Desert Rose – evolution") and **Anastasia Kulakova** (the art object in the technique of felting "Man-chair"). Other winners of the competition's partners will be named during the final.

**The report prepared by FAREXPO Marketing Dept.**

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