

Release of the Generation NEXT Competition

## **The International Forum of Young Designers and the Finals of the Generation NEXT Competition have been launched**

On 17-20 October 2024 at the International Exhibition of Fashion Industry in ExpoForum (St. Petersburg) you can see a joint exposition of the best creative projects of textile, costume and graphic designers. 70 finalists of the Generation NEXT International Competition came together to make a statement in the professional space and to hear the opinion of specialists, experts and potential consumers.

86 projects in the Final Competition - 20 conceptual and commercial costume models, 17 proposals of accessories and footwear, 20 objects of author's textiles, dozens of industrial crocs and textile samples, fashion graphics and photography - all this creates a whole and very diverse picture of design of the near future. To see unique and rich in traditions leading art and industrial schools; to understand that the attention of the young is focused on the search for harmony between the past and the future, on self-exploration and expanding the boundaries of identity; to find and remember new names, which will soon be talked about - you can at the exhibition stand of the competition 'Generation NEXT'.

Translated from DeepL.com (free version) Specially for the Forum participants, leading industry experts Maya Kuznetsova (Artistic Director of the Generation NEXT competition, author and head of the project Studio of Costume Art ARTISIA), Irina Seluta (Director of fashion house LiliaKisselenko), Valentina Kuznetsova (Editor-in-Chief of RIA Moda, Vice-President of the Federation MODA. RF), [Maxim Krylov](#) (expert of the art-cluster 'Tavrida', member of the expert council 'Rosmolodezh') and Alena Marycheva (creator of A.M.D.DESIGNER and MERCH CHERRY brands) prepared seminars, lectures and master-classes on topical issues of fashion development, design, production, market entry, interaction with the media, obtaining grant support. The business programme of the Fashion Industry Exhibition and Young Designers Forum will be held from 17 to 19 October 2024.

### **Artistic director of the Generation NEXT competition, Maya Kuznetsova, said:**

'Our competition has been resumed after a five-year break. It was an event expected by everyone, and we received a great and quick response from specialised universities and colleges. Since this year, three leading art and industrial schools of Russia have become official partners of the project: Stieglitz St. Petersburg State University of Fine Arts, Stroganov Russian State University of Fine Arts, and IVHPU. We hope for fruitful co-operation in the future, because we plan to integrate creative young people into the working space of the exhibition and the industry. We are working to make the platform of the oldest and most respected industry exhibition Fashion Industry a meeting place for representatives of education, production and trade, and the main participants will be young designers. Already during their student years they should understand how and where they will work. It is important that there is no gap between education and the real market, and the high bar of design education should not be lowered. We should strive to ensure that universities take into account fashion trends, the demands of manufacturers and consumers at the stage of education, adapting their assignments to them. I know from previous experience that the Generation NEXT competition contributed to this, and we will work in the same direction. Now we have an opportunity to take our own, domestic market and saturate it with powerful modern ideas with our cultural code. It is important to take advantage of this chance.'

The Generation NEXT International Competition for Young Designers was launched by VO FAREXPO in 2009. The aim of the project is to help strengthen the position of domestic designers and fashion manufacturers: to identify talented students and promising young designers to provide a talent pool for the light industry, to involve them in the professional environment and to support them at the stage of building a career.

In the format of a joint exposition of projects by costume, textile and graphic designers, the Generation NEXT competition was held twice a year from 2013 to 2018. The number of finalists has grown from 15 to 150 during this time. Among them are students and graduates of more than 15 major Russian universities and colleges, young designers from Belarus, Kazakhstan, Lithuania and Latvia, Italy. The finalists of the contest invariably took part in the business programme of the International Exhibition 'Fashion Industry'. The winners of the contest have successfully started their careers in the industry, many of them work in leading companies or develop their own brands. Over the years, Generation NEXT has established itself as an independent and authoritative project, and the competition has become one of those patronised by the National Academy of Fashion Industry (NAIM). In 2015, the winner of the contest received the Golden Spindle National Award in the Debut category.

Time and venue: 17-20 October 2024, EXPOFORUM (St. Petersburg, St. Petersburg highway 64/1).

Partners of the Competition: A.L. Stieglitz Saint Petersburg State Academy of Fine Arts, S.G. Stroganov Russian State University of Fine Arts, IVHPU, fashion.ru, moda.ru, alfer.group, community.rf, competition.rf, riamoda.ru, modanews.ru, moda247.ru, Modnyi magazine, TM 'Hollofiber', Exhibition 'Textillegprom', TM Pantone, Sverdlovsk worsted mill.