

## Results of the International Forum of Young Designers and the Final of the Generation NEXT 2024 Competition

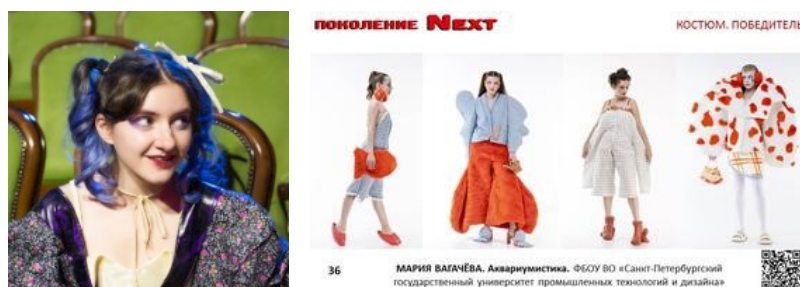
On 17-20 October 2024 at the International Exhibition of Fashion Industry in Expoforum (St. Petersburg) there was held the Forum of Young Designers and the final of the International Competition 'Generation NEXT'. 407 applications were submitted from students and graduates of 20 educational institutions of Russia, Belarus and Kazakhstan.

The competition stand presented 86 projects of textile, costume and graphic designers. 70 finalists had the opportunity to participate in the business programme: to listen to lectures, seminars and master classes of experts, to learn the opinion of consumers about their works within the framework of the Public Jury voting.

Contest experts: Maya Kuznetsova (Artistic Director of the Generation NEXT contest, author and head of the project Studio of Costume Art ARTISIA), Irina Seluta (director of fashion house LiliaKisselenko), Ilya Tikhonov (head and creator of the combined editorial and advertising agency Modanews.ru + moda247.ru), Valentina Kuznetsova (editor-in-chief of RIA Moda, vice-president of the MODA.RF Federation), Anton Alfer (CEO of ALFER.GROUP, president of the MODA.RF Federation), Valentina Kuznetsova (Editor-in-Chief of RIA Moda, Vice-President of MODA.RF Federation), Anton Alfer (CEO of ALFER.GROUP, President of MODA.RF Federation), Maxim Krylov (expert of the art-cluster 'Tavrida', member of the expert council of 'Rosmolodezh'), Nadezhda Zainakova (General Director of CJSC 'Sharkan-krikotazh') chose the most relevant, original and promising projects.

The winners of the contest were:

in the direction of COSTUME - Maria Vagacheva, collection of clothes and accessories 'Aquariumistics', St. Petersburg State University of Industrial Technologies and Design, supervisor Irina Alexandrovna Pestova;



in the direction of TEXTILE - Anna Parmenova, panel 'Carpet Monster', St. Petersburg State Academy of Art and Industry named after A.L. Stieglitz. A. L. Stieglitz;



in the direction of GRAPHIC DESIGN - Tatiana Barabanova, series of sketches 'Eclectic 1', St. Petersburg State Academy of Arts and Industry named after A. L. Stieglitz. A.L. Stieglitz, supervisor Svetlana Stazhkova.



The competition organiser, FAREXPO Exhibition Association, gave the winners the opportunity to participate free of charge in the showroom of young designers at the spring International Fashion Industry Exhibition 13-16 March 2025. The winners also received prizes from the contest partners: publications on Ilya Tikhonov's Modanews+Moda 24/7 portal and RIA Moda portal from Valentina Kuznetsova, placement on moda.ru and fashion.ru portals from Anton Alfer, rolls of HoloFiber insulation from Thermopol company. Anna Parmenova with the assistance of Ilya Tikhonov will take part in the International Professional Exhibition 'Textillegprom' (organiser Textilexo Ltd) in February 2025.

Contest Winners: Anastasia Vinogradova (1st degree diploma in Prom-textile and Prom-image categories, diploma 'Recognition of the Public Jury', Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Anna Astashenkova (1st degree diploma Fashion Graphics, 2nd degree Diploma Collection, Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Elizaveta Rogozina (2nd degree Diploma Prom-image, 3rd degree Diploma Collection, Institute of Business and Design, Moscow), Albina Anstashenkova (1st degree Diploma Fashion Graphics, 2nd degree Diploma Collection, Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Stieglitz St. Petersburg), Elizaveta Rogozina (2nd degree Diploma Prom-image, 3rd degree Diploma Collection, Institute of Business and Design, Moscow), Albina Andzhanova (1st degree Diploma Collection, National Institute of Design, Moscow), Evgeny Kotov (2nd grade diploma Collection, Moscow), Anna Gorkovenko (3rd grade diploma Collection, MSTU, Maikop), Polina Truskovskaya (2nd grade diploma Footwear and Accessories, BSAI, Minsk), Ruslan Fidarov (2nd grade diploma Footwear and Accessories, St. Petersburg State University of Art and Design named after A. L. Stieglitz), A. L. Stieglitz, St. Petersburg), Mikhail Evtropkov (1st degree diploma Photography, A. L. Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Vladislav Zavyalov (2nd degree diploma Photography, K. D. Ushinsky YaSPU, Yaroslavl), Tatiana Belskaya (2nd grade Diploma Fashion Graphics, Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Daria Zakhvatkina (1st grade Diploma Art-textile, Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Stieglitz, St. Petersburg), Anastasia Podoyntsina (2nd degree diploma Prom-textile, 3rd degree diploma Art-textile, A. L. Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Daria Pronyushkina (diploma 'Recognition of the Public Jury' Collection and Prom-textile, A. L. Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Daria Pronyushkina (diploma 'Recognition of the Public Jury' Collection and Prom-textile, A. L. Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Stieglitz, St. Petersburg), Margarita Kovalenko (Diploma 'Recognition of the Public Jury' Art-textile, Stroganov Russian State University of Fine Arts, Moscow), Ekaterina Malakhova (Diploma 'Recognition of the Public Jury' Footwear and Accessories, A. L. Kosygin Russian State University, Moscow), A.N. Kosygin, Moscow), Daria Mozzhorina (diploma 'Recognition of the Public Jury' Fashion Graphics, S.G. Stroganov Russian State Art and Design University, Moscow), Maria Khrisanova (special diploma Art-textile, S.G. Stroganov Russian State Art and Design University, Moscow).

Prizes from the competition partners for these talented designers: three rolls of HoloFiber insulation from Thermopol, fabrics from Sverdlovsk worsted mill, nine publications on the B2B platform 'Fashion Magazin', four publications on the RIA Moda portal. Anastasia Vinogradova received a Syntes Labs ColorReader manual colourimeter from Syntes Vostok, a distributor of PANTONE TM.

Yulia Grishina (3rd degree diploma Prom-textile, Kosygin Russian State University, Moscow), Albina Anzhdanova (1st degree diploma Collection, National Institute of Design, Moscow) and Alina Sushkova (Collection, ISOIP branch of DSTU in Shakhty) received publications from the online edition Cleo.ru.

The laureates of the competition were also:

Ekaterina Valyunina and Ekaterina Shatskova (2nd degree diplomas Art-textile, Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Efrosinya Polyakova (3rd degree diploma Art-textile, Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Ekaterina Kiseleva (3rd degree diploma Prom-textile, Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), L. Stieglitz, St. Petersburg), Ekaterina Kiseleva (3rd degree diploma Prom-textile, A. L. Stieglitz St. Petersburg State University of Fine Arts, St. Petersburg), Yulia Bausheva (3rd degree diploma Shoes and Accessories, A. I. Herzen State Pedagogical University, St. Petersburg), Yulia Bausheva (3rd degree diploma Shoes and Accessories, A. I. Herzen State Pedagogical University, St. Petersburg), Ya. Herzen, St. Petersburg), Yana Kurysheva (3rd degree diploma Photography, SPbGUPTD), Alisa Petrova (3rd degree diploma Fashion Graphics, SamGTU, Samara), Daria Gaibalova (special diploma of the expert council for mastery of illustration techniques, Institute of Business and Design, Moscow), Ekaterina Ovsyannikova (special diploma of the expert council for mastery in working with the material, Art-textile, KDDPI RGKhPU named after S.G. Gorky, Moscow), Yekaterina Ovsyannikova (special diploma of the expert council for mastery in working with the material, Art-textile, KDDPI RGKhPU named after S.G. Gorky, Moscow), S. G. Stroganov, Moscow), Daria Ershova (special diploma of the expert council for original figurative solution of the theme, Art-textile, SPbGUPTD), Diana Dobrikova (special diploma of the expert council for

perspective commercial drawing, Prom-textile, IVGPU, Ivanovo), Anastasia Asayonok and Elizaveta Tikhonovich (special diploma of the Expert Council for creative solution of youth clothes, VGTU, Vitebsk), Anastasia Boikova (special diploma for original solution of accessories in the collection, ISOIP branch of DSTU in Shakhty). Shakhty).

We congratulate the winners and laureates and thank the managers for the excellent training of young designers!

The business programme specially prepared by the Forum experts for young designers touched upon important practical issues of bringing design projects into production, obtaining grant support, positioning and interaction with the media. The organisers would like to thank all the experts and partners for supporting the project.

The great interest in the Forum and positive feedback from the participants testify to the relevance of the event. The organiser, FAREXPO Exhibition Association, announces the continuation of the project. Applications for participation in the spring Forum and Competition 'Generation NEXT' will be accepted from 13 January 2025. The Forum and the final of the Competition will be held on 13-16 March 2025 at the International Fashion Industry Exhibition in ExpoForum (St. Petersburg).

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. In 2024, the Generation NEXT competition was relaunched as part of the Young Designers Forum.

Partners of the Competition 'Generation NEXT': Stieglitz State University of Fine Arts, Stroganov Russian State University of Fine Arts, IVHPU, fashion.ru, moda.ru, alfer.group, community.rf, contest.rf, riamoda.ru, modanews.ru, moda247.ru, Modny magazine, TM 'Hollofiber', Exhibition 'Textillegprom', TM Pantone, Sverdlovsk worsted mill.

