# comON

CREATIVITY SHARING

Unindustria Como
Gruppo Giovani Industriali
Camera di Commercio Como
Confartigianato Como
With the support of
Assessorato alla Cultura
Comune di Como

Bibazz / La Provincia
Radio Number One
Tess rivista di Tessile e Moda

Ambrogio Pessina Tintoria Filati
Brugnoli / Canepa
Clerici Tessuto / CTS / Duco

Effepierre / Enervit / Erica
Figli dei Fiori
Fondazione Antonio Ratti
Fortex / La Folgorina / Lisa
Luigi Verga / Mantero
Mare di Moda
Museo Didattico della Seta
Officine Bianche / Ongetta
Penn Italia / Ratti / Reale Mutua
Seterie Argenti / Taroni
Tessitura Taborelli
Tessitura Taiana
Tintoria e Stamperia di Lambrugo
Trudel Silk and More
Ubi Banca / UBV Group

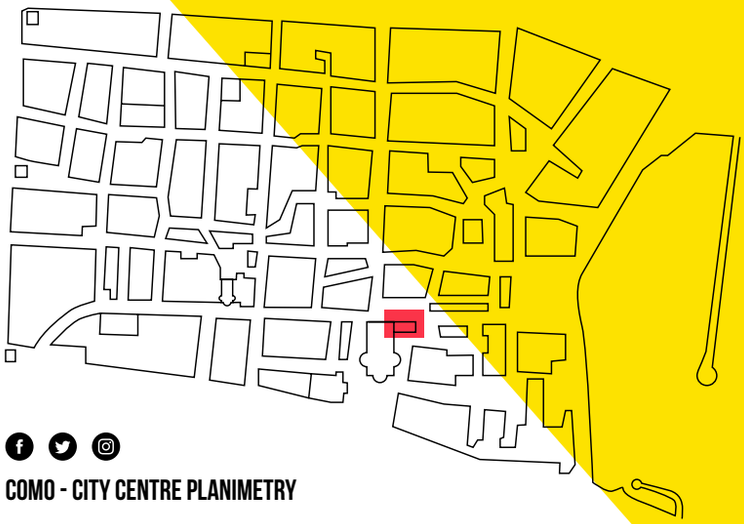
# w ha t ?

http://www.comon-co.it/

The comON project was launched in 2008 from the passion of a group of entrepreneurs of the Como textile district who, with the support of Unindustria Como, created a true "hub of European creativity" able to gather the best talent from the most prestigious design schools in Como, stimulating the contamination of ideas between young local students, the productive realities of the territory and, more generally, with the culture and the typically Italian passion for the world of "art."

A unique and exclusive project created to spread "creative ideas", not only by bringing the best talent to companies in the industrial district of Como, but also by promoting the interaction between different businesses, universities, schools, young students, professionals, testimonials and authorities in a training workshop and ongoing contamination.

Over the past nine years, comON has been aiming to involve young creative talents in a mix of creativity, experience and sensitivity, together with the rich fabric of industrial excellence of the Como textile district. An interdisciplinary platform for an event that stretches over the whole year alternating events, exhibitions and a contest of international reach.



**COMO - CITY CENTRE PLANIMETRY**

graphic design & website http://www.officinebianche.it/

STYLISH SPORT. COMON COMES ALIVE FOR A NEW CONCEPT OF LEISURE. "THE MOOD OF SPORT" NEW BAGS AND BACKPACKS TO CARRY, UNUSUAL AND TECHNICAL MATERIALS, TRANSPARENCIES AND QUOTES. TECHNICAL WHITE BRIGHT FABRIC, SEQUINS, NEW CAMOUFLAGE, GLARING YELLOW AND TRANSPARENCIES, IN A REVISED DESIGN FOR SPORTS AND LEISURE. SHAPES WITH VOLUMES AND SOFTNESS ARE REVISED AND REDRAWN AS PART OF A PROJECT WHICH BELONGS TO THE TRADITION OF TEACHING IN OUR SCHOOL, MINDFUL OF THE DESIGN PROJECT AND PRODUCT, AND TO EVER-CHANGING MARKET NEEDS.

**ANGEL**
Student: Lucrezia Radice

**SWIMMY**
Student: Elisa Falcone

**BEVOLLEY**
Student: Angelica Forni

**Centro Studi Casnati**
**Liceo Artistico - Como**
Strips Connections

**ENAIP Cantù**
Bosu

**IIS da Vinci Ripamonti Moda Como**
Walking... towards the sea

**ISIS Setificio Paolo Carcano Como**
Sorts Bag, Le sac Sportif

**Liceo Artistico Statale F. Melotti di Cantù**
Sports Bag, Le Sac Sportif

**Accademia del Lusso - Milano**
Active Quietness

**FIT in Milano Politecnico**
Design with High-Tech fabrics

**IED Como**
**Accademia di Belle Arti Aldo Galli**
Diversamente giovani

**IED**
**Istituto Europeo di Design Milano**
Playground

**IED**
**Istituto Europeo di Design Torino**
Project X

**ISGMD - Lecco**
Sport à Porter

**Il Teatro della Moda**
**Fashion Lab Milano**
Fit & The City

**NABA**
**Nuova Accademia di Belle Arti Milano**
CW

fa
shi
on

# THE MOOD OF SPORT

SPORT IS GLAMOUR

# THE MOOD OF SPORT

# THE MOOD OF SPORT

**CASPER**
Student: Rachele Castelnuovo
Selected for Premiér Vision

**FOREHANDBAG**
Student: Alessandra Maspero
Selected for Premiér Vision

**FOOTY**
Student: Clarissa Citterio

**CHASSÉ**
Student: Giulì Alquati - 1st prize
Istituto Melotti Cantù Competition

# THE MOOD

## TEXTILE INNOVATION | TEXTILE TRADITION

# who?

comON is aimed at young creative talents who attend fashion and design high-schools and universities. Each year comON selects:

**30 students** enrolled in the fourth year of 10 high schools in the areas of Como, Lecco and Varese. The selected students will take part in a creative project, the theme of which varies from year to year, which will enable the students to give free rein to their creativity. All work carried out will be exhibited during the Creativity Week, but only some pieces will be awarded by a selected jury.

**15 young designers** from around the world who will have the incredible opportunity to undertake an internship of about two months at leading companies in the textile district of Como.

PALAZZO DEL BROLETTO - COMO

SPORT AND GLAMOUR. OR RATHER, SPORT IS GLAMOUR. BEYOND THE CONTAMINATION THAT BECOMES A TREND, TRANSVERSALITY CONNECTS EVERYTHING. COLOURS, SHAPES, TECHNICAL FABRICS, COUTURE AND STYLE, RECALL THE PHILOSOPHY OF OUR TIMES: WELLNESS, WHICH - OF COURSE - GOES THROUGH SPORT WITH A MOOD THAT BECOMES FASHION.

AND THE IMPERATIVE IS FEELING GOOD.
FEELING GOOD ABOUT OURSELVES AND IN OUR BODIES:
THAT IS A MIND AND STYLE CONDITION.
AND SO OUR BODY IS DRESSED, CUDDLED, PAMPERED, HIGHLIGHTED, STIMULATED, SUPPORTED, HONOURED.

THE MOOD OF SPORT, RESULT OF THE SKILLFUL AND PASSIONATE WORK OF SO MANY STUDENTS, AIMS AT EXPRESSING ALL OF THIS, IN TERMS OF A TRUE CREATIVITY SHARING, THE ESSENCE OF COMON, IN A CONSTANT BALANCE BETWEEN INNOVATION AND TRADITION, ON THE PATHS OF COMO'S TEXTILE DISTRICT, BREEDING GROUND OF TALENTS AND VENTURES, THE STRING THAT TIES COMPANY, SCHOOL AND UNIVERSITY, UNRAVELS.

OESPORT

comON

CREATIVITY SHARING