



# ICON

HERITAGE | INNOVATION | IDENTITY

2019/20

ISTITUTO **MODARTECH**  
FASHION & COMMUNICATION SCHOOL

## International academic partnership



Istituto Modartech/Italy



Unitedworld Institute of Design  
Karnavati University/India

In a world where creativity travels fast and feeds on ever new stimuli, where local cultures blend with global influences, Istituto Modartech and Unitedworld Institute of Design - Karnavati University - offered their students the opportunity to be inspired by new visions and perspectives, in an international educational project. Starting from "Vespa Piaggio" an icon of Italian design, and using denim, a fabric produced in the Indian district where UID is located, the young designers have developed a collection of 20 men's / women's outfits that brings together the 10 best proposals from both universities. Through research, moodboards, digital illustrations, Italian and Indian students shared their contemporary vision on values such as tradition, innovation, heritage, sustainability and inclusion. An opportunity for academic exchange, for collaboration between teachers and students who worked side by side using all the possibilities offered by digital technologies. A joint collection that represents the latest design trends and the meeting point between two distant cultures where students' creativity is the real protagonist.

In un mondo dove la creatività viaggia veloce e si nutre di sempre nuovi stimoli, dove le culture locali si fondono con contaminazioni globali, Istituto Modartech e Unitedworld Institute of Design-Karnavati University- hanno voluto offrire ai propri studenti la possibilità di lasciarsi ispirare da nuove visioni e prospettive, in un progetto didattico internazionale. Partendo da un'icona del design italiano, la Vespa Piaggio, e utilizzando il denim, tessuto prodotto nel distretto in cui sorge UID, i giovani designer hanno ideato una collezione di 20 outfit uomo/donna che raccoglie le 10 migliori proposte di entrambe le Università. Moodboard, sketch, tavole tecniche per interpretare valori quali tradizione, innovazione, heritage, sostenibilità ed inclusione. Un'occasione di scambio accademico, di collaborazione tra docenti e studenti che hanno lavorato fianco a fianco utilizzando tutte le possibilità offerte dalle tecnologie digitali. Una joint collection che rappresenta le ultime tendenze del design e il punto di incontro tra due culture lontane dove protagonista è la creatività degli studenti.



# HERITAGE

ACTIVE  
LIFESTYLE

# MOOD



ENERGY



'I ride in style by Vespa'

How do these two worlds connect?

What makes you feel like you're in a different world?

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From Italy  
to India  
and back



UNISEX WORKWEAR PIECES

ICON 2019/20 | Moodboard Vespa Inspiration

Vespa and denim: stories and cultures that blend with contemporary expressions of creativity. A mix of projects, sketches and images developed by Italian and Indian students. A digital experience of design and experimentation.





VESPA  
CULTURE  
PEOPLE  
PLACE



TREATMENTS  
PROCESS



RESPONSIBLE  
WASH TECHNIQUES



DYEING

ACIDWASH/  
SNOW WASH/  
BLEACHED WASH/  
STONE WASH

HANDCRAFT

GENDERLESS

WHISKERING  
GRINDING  
CRINKLE



SHADES OF INDIGO

ICON 2019/20 | Moodboard Focus on Denim

La Vespa e il Denim: due storie e culture che si fondono con le odierne espressioni di creatività. In un collage di progetti, sketch e immagini sviluppate dai nostri studenti. Un'esperienza digitale di progettazione e di sperimentazione.



ISTITUTO MODARTECH



When I say Vespa, I think of something  
that can set you free

FRAYED  
RAW  
HEMS



G

CONTRAST DENIM PANEL

ONE-  
CES-

SITY

IS

THE

1. MAIN

2. THE-  
ME

I  
N

RI



ORIGIN AND FUTURE

# REUSE

ENZYME FINISHES

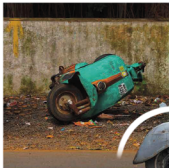
COMFORT

HAND  
MANIPULATION

Reinvent existing  
clothing by  
UPCYCLING\*



# EFFECT



WHISKERING  
PROCESS



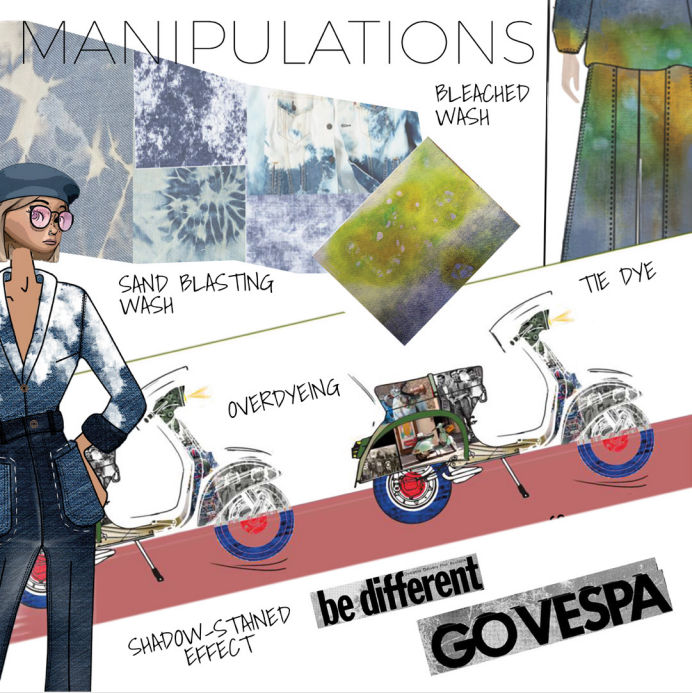
RAW EFFECT  
MATERIAL

NATURE

FORGOTTEN  
BEAUTY



# MANIPULATIONS



BLEACHED  
WASH

SAND BLASTING  
WASH

TIE DYE

OVERDYING

SHADOW-STAINED  
EFFECT

be different

GOVESPA



# DENIM TREATMENTS

FRESHNESS



STONE  
WASH

GRINDING



PANTONE 14-6106 TCX  
GRAY DAWN



ACID  
WASH

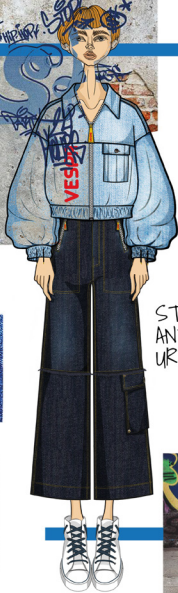


FOCUS ON  
POCKETS





SKATER FIT



STREET  
AND  
URBAN



FUNCTIONAL  
STYLE

2017



1977



HAND  
BRUSHING

STYLE



## “LET’S VESPA IN DENIM TOUCH”

**ICON** 2019/20

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Thanks to the students

**Fashion design undergraduate course** | Istituto Modartech

Elena Baldacci / Laura Frosini / Elena Giaccal / Federica Gravili  
Eleonora Mazzanti / Chiara Menapace / Micol Procopio / Sara Pupi  
Sara Ramalli / Irene Zucchelli

**Bachelor of Design (B Des) - Fashion Design** | UID

Alankrita Ganguly / Arushi Gajjar / Avirup Mallick / Aayushi Jaiswal  
Diksha Chandnani / Dixit Kailash Chowdhary / Ram Kumar  
Sanjana S Wadadekar / Shaishavi Mitesh Mehta / Vidhi Dhiren Agrawal



ISTITUTO MODARTECH

Istituto Modartech is an Italian higher academic training centre in the Fashion and Communication fields authorized by the Italian Ministry of Education, University and Research - MIUR, to issue academic degrees in Higher Education in Art, Music and Dance sectors - AFAM.

In addition, the training offer previews courses legally recognized at European level, with a wide educational offer, from Communication to Shoe Design, from Pattern-making to Web&Graphic Design.

Placed in Pontedera, in Piaggio industrial spaces where the iconic Vespa was designed and produced, between the historical and artistic towns of Florence and Pisa, Modartech is located in the heart of Tuscany, in one of the most important Italian fashion districts, a place of innovation, culture and design. Connected to Istituto Modartech there is a strong network of manufactures and artisans, footwear design studios, high quality tanneries and hi-tech companies, the perfect environment to enhance the creative talent of students

At Istituto Modartech their creativity and talent are guided in an artistic and cultural context which permits to move around in contemporaneity acquiring specialised and strategic skills.

A complete training and a laboratorial approach which has its strength in the teaching staff coming from the academic and world of work, in a continuous dialogue with the professional world and a constant comparison with the fashion industry, its planning, times and rules.

The teaching method is based on craftsmanship, technology and sustainable innovation, adopting multidisciplinary work projects and last generation technologies. Internships are one of key factors in Istituto Modartech high placement rate: students can gain first hand experience, train on the job and start creating a professional network

The training solutions and the academic activities are cut on the most requested profiles on the market, putting the passion, the aptitudes and the growth of each student at the centre of it all.





[www.karnavatiuniversity.edu.in](http://www.karnavatiuniversity.edu.in)

Unitedworld Institute of Design (UID) is a constituent College / Faculty of the Design of Karnavati University, a state Private University under Authority of Gujarat State Private University. UID in a fully residential 40 -acre campus amidst lush greenery, nestled in a quiet neighborhood of Gandhinagar (capital of Gujarat), away from the hustle and bustle of city life. Karnavati University (KU) is recognized by the University Grant Commission (UGC) as a State Private University & Association of International Universities (AIU) and a member of the Association of Commonwealth Universities (ACU). UID is an Academic member some of the top global Design Associations - WDO [World Design Organization], Cumulus Association & IFFTI [International Foundation of Fashion Technology Institutes].

UID has some of the finest and internationally acclaimed academicians who have been at the forefront of pioneering design education in India since early '70s and many with International exposure as well. UID is a student-centric institution, where cultural diversity is celebrated as a truly Indian institution and aim to build innovative learning environments that facilitates students with experiential knowledge and international exposure.

As the fastest growing design institute, Unitedworld Institute of Design (UID), has witnessed substantial growth in a very short span of time and is today sought after, as one of the premier design institutes in India with nearly 2000 plus students enrolled. UID has been built on strong foundations of teaching, learning, innovation and research excellence in design education. UID aims to create globally sought-after professionals who can exhibit their creativity and trigger novel trends. Design programs are designed with strong professional emphasis, in close partnership with the industry.

Every course has been structured to deliver insights into the importance of individual and collective creativity, be it theoretical assessment, design practice, curatorial evaluations or artistic considerations. UID's new learning model encourages to create and adapt to an appropriate learning environment. It provides an ecosystem of interactive student engagement that enhances their design thinking capabilities, problem solving, human-centric approach and system thinking ability.



ISTITUTO MODARTECH

