

D E N I M
S E M I N A R

MARCH 2017



ISKO I-SKOOL™
IS A PROJECT OF



CREATIVE.ROOM

GOLD PARTNERS



SILVER PARTNERS



itema

DENIM SEMINAR PROGRAM



SUNDAY / MARCH 12th

Check-in for tutors and students Overseas
Free dinner

MONDAY / MARCH 13th

- 15.00/15.30 **Welcome**
- 15.30/16.00 **DENIM BUSINESS OVERVIEW:
INNOVATION, INGREDIENT BRANDING AND SUSTAINABILITY**
MARCO LUCIETTI - SANKO/ISKO™ division
- 16.00/17.15 **FROM THE COTTON PLANTATION TO FABRIC**
BARIS OZDEN - SANKO/ISKO™ division
- 17.15/17.30 **Coffee break**
- 20.00 **Bruschetta & Karaoke in Castelfranco Veneto**

TUESDAY / MARCH 14th

- 9.00/9.30 **Welcome**
- 9.30/10.00 **MAN MADE FIBERS**
TRICIA CAREY - LENZING
- 10.00/10.30 **AN ITALIAN DENIM LOOMING STORY**
DIANA PROFIR - ITEMA
- 10.30/10.45 **Coffee break**



DENIM SEMINAR PROGRAM



ISKO I-SKOOL™
IS A PROJECT OF
the denim language
ISKO
Creative Room

TUESDAY / MARCH 14th

- 10.45/11.30 **FROM FABRIC TO THE GARMENT**
MASSIMO MUNARI, WENDY PASINATO, SELIN AKMAN - CREATIVE ROOM™
- 11.30/12.00 **A VIEW OF THE LAUNDRY**
BERARDO LUCCI - WASH ITALIA
- 12.00/13.00 **QUIZ TIME**
MARINA TONELLA - Project Manager ISKO I-SKOOL™
- 13.00/13.45 **Quick Lunch break**
- 14.00/15.00 **TRAVEL TO TONELLO**
- 15.00/17.00 **VISIT AT TONELLO LAUNDRY'S R&D**
- 17.00/18.00 **Return to Castelfranco Veneto**
- 20.00 **GENDERFUL DINNER PARTY**
in Castelfranco Veneto

WEDNESDAY / MARCH 15th

- 9.00/9.30 **Welcome**
- 9.30/10.30 **OVERVIEW OF BRANDING & RECA SPECIAL PROJECT BRIEFING**
PAOLO DIACCI, ANTONIO SALZANO - RECA GROUP
- 10.30/11.30 **SWAROVSKI SPECIAL PROJECT, A SIDE CONTEST**
GIACOMO CURTI, PAOLO MANZALINI, MAURIZIO BOSACCHI - SWAROVSKI
- 11.30/11.45 **Coffee break**
- 11.45/12.15 **BETABRAND CHALLENGE**
LIZ ROSSOF - Betabrand
- 12.30 **Lunch and departure**