FOOTWEAR DESIGN

Polyurethane Innovation

Design Contest by
POLITECNICO CALZATURIERO

In cooperation with
BASF
We create chemistry
A total of 53 students from the School of Footwear Design and Technology enthusiastically participated in the XIII edition of the competition that calls for the creation of a woman sandal to be proposed on a sole developed especially for the project and produced in collaboration with BASF Italia. The students, guided by design and modelling teachers, came up with their highly-creative interpretations for the sole project, designing and producing original and innovative women sandal models. A panel of professionals selected the three best footwear styles from a point of view of concept and design.

Sono 53 gli allievi della Scuola di Design e Tecnica della Calzatura che hanno partecipato con entusiasmo alla XIII edizione del concorso che prevede la realizzazione di un modello di sandalo donna, avendo a disposizione una suola sviluppata appositamente per il progetto e prodotta in collaborazione con BASF Italia. Gli allievi, guidati dagli insegnanti di design e modelleria, hanno interpretato al meglio il progetto di suola disegnando e realizzando sandali da donna originali ed innovativi. Una giuria di professionisti ha evidenziato le tre calzature migliori dal punto di vista dell’idea progettuale e del design.
Let’s bring your footwear to the top. Excite to win!

We co-innovate, we co-create, we co-develop the best footwear-solutions with you.

BASF PU systems, TPU, E-TPU and even more for the footwear industry

www.footwear.basf.com

BASF Italia Spa

The password seems to be a: must not go unnoticed!

The timeless wedge definitely lends a hand in reaching this objective: for the wedge the ideal footwear for standing out in a crowd, flaunting one’s own personality, seducing with elegance founded on design. Add a pinch of daring youthfulness, the desire to surprise, to challenge convention and...Voilà, mission accomplished.

And never like in the wedge does the sole play the leading role, because it is the essential part of the visuals that give character to the whole.

The wedge for a model of women’s sandal was the theme of the XIII edition of the “Footwear Design Contest”, the competition organised every year by the Politecnico Calzaturiero of Padua in collaboration with BASF Italia, the producer of the polyurethane sole conceived by designer Roberto Guzzonato. Once again the company has affirmed its extraordinary capacity for innovation in the polyurethane sector, successfully experimenting with the use of four different types of polyurethane in creating this trendy footwear.

The “secret” formula? Elastollan® thermoplastic polyurethane for the tread, the Elastopan® spray polyurethane system for the exterior and elastic foam for the interior of the wedge, plus a thermoplastic polyurethane reinforced with glass fibers for the shank, the rigid insole.

The creative touch of the stylist did all the rest, bringing to life a wedge that looked aggressive and charming, founded on volumes and decisive graphic lines that played with the dynamic concept of compression and stretching, lending fluidity and elegance to the gait.

Competing for victory were 53 stylists that demonstrated outstanding originality and technical skills in interpreting new fashion trends. A spirit that has found its perfect expression in the winning projects, in which the wedge manifests all its ductility, interpreting different parts and roles but always effective: from the fresh and jaunty show with colourful Mondrian-esque inserts, to sportier models with the upper flaunting high-tech grooves and studded straps.

Perhaps an invitation to face every day of life with courage and determination.

BASF Italia Spa

The high-tech wedge takes a step forward into the future.

La zeppa hi-tech fa un passo nel futuro

La parola d’ordine sembra essere una: vietato passare inosservati! E l’intramontabile zeppa aiuta non poco a realizzare questo proposito: e lei la calzatura ideale per distinguersi dalla massa, mettere in mostra la propria personalità, sedurre con eleganza puntando sul design. Aggiungere un pizzico di spregiudicata giovinezza, la voglia di stupire, di superare le convenzioni e...Voilà, il gioco è fatto.

E mai come nella zeppa, la suola ha un ruolo da protagonista assoluta, perché è parte essenziale del gioco visivo che conferisce carattere all’insieme. La zeppa per un modello di sandalo da donna è stato il tema della XIII edizione del “Footwear Design Contest”, il concorso organizzato ogni anno dal Politecnico Calzaturiero di Padova in collaborazione con BASF Italia, che ha prodotto la suola in poliuretano ideata dal designer Roberto Guzzonato.

Una volta di più l’azienda ha affermato la sua straordinaria capacità di innovazione nel settore dei poliuretani, sperimentando con successo l’utilizzo di quattro diverse tipologie di poliuretano per la realizzazione di questa calzatura di tendenza.

La formula “segreta”? Il poliuretano termoplastico Elastollan® per il battistrada, il sistema poliuretanico Elastopan® a spruzzo per l’esterno ed espanso elastico per l’interno della zeppa, e un poliuretano termoplastico rinforzato con fibre di vetro per lo shank, il sottopiede rigido.

Il tocco creativo dello stilista ha fatto il resto, dando vita ad una zeppa dai lois aggiriosi e affascinanti, impostata su volumi e linee grafiche decise che giocano sul concetto dinamico di compressione e distensione, per rendere più fluido ed elegante il passo.

A contendersi la vittoria, 53 giovani stilisti che hanno dato prova di grande originalità e competenza tecnica nell’interpretare le nuove tendenze della moda. Un spirito che ha trovato espressione perfetta nei progetti vincitori, in cui la zeppa ha dimostrato tutta la sua ductilità, interpretando parti e ruoli diversi ma sempre efficaci: dalla calzatura fresca e sbalzennna con inserti colorati effetto Mondrian, a quella più sportiva con la tomaia dal taglio geometrico. Decisamente innovative anche le proposte che si richiamano alle calzature indossate dagli antichi guerrieri, fra lucenti iscrizioni hi tech e fasciature chiudenti.

Forse, un invito ad affrontare sempre con coraggio e determinazione la vita di ogni giorno.

BASF Italia Spa
The XIII edition of the competition evolved through the following operational phases:

- presentation of the “Platform sole Project” for a women’s sandal model to the students. The sole was designed by the stylist Roberto Guzzonato and his collaborator Eleonora Ponzè and created in collaboration with BASF Italia;
- classroom lessons held by BASF technicians on the characteristics of the components and the materials made in polyurethane;
- planning and design workshops with the instructors of the Politecnico Calzaturiero to define themes and graphic technical drawings;
- revision of the projects of individual students by the instructors;
- planning and creation of prototypes that use the platform sole proposed;
- nomination of a commission consisting of stylists, modellers, technicians and BASF Italia managers to select the best models of women’s sandals.

62 students of the Scuola di Design e Tecnica della Calzatura enrolled in the second year of Classic Advanced Modelling and the Intensive Modelling Course participated in the competition.

La XIII° ed. del concorso si è sviluppata nelle seguenti fasi operative:

- presentazione agli allievi del progetto di Zappa per un modello da sandalo donna. La suola è stata progettata dallo stilista Roberto Guzzona e la sua collaboratrice Eleonora Ponzè e realizzata in collaborazione con BASF Italia;
- lezioni tenute in aula dai tecnici di BASF sulle caratteristiche dei componenti e dei materiali realizzati in poliuretano;
- laboratori di progettazione e disegno con i docenti del Politecnico Calzaturiero per la definizione delle tematiche e degli elaborati tecnici grafici;
- revisione dei progetti dei singoli studenti da parte dei docenti;
- progettazione e realizzazione dei prototipi che vedono l’utilizzo della zappa proposta;
- nomina di una commissione composta da stilisti, modellisti, tecnici e responsabili di BASF Italia per selezionare i migliori modelli di Sandalo da donna.

Hanno partecipato 62 allievi della Scuola di Design e Tecnica della Calzatura iscritti al 2° anno di modelleria avanzata classica e al Corso Intensivo di Modelleria.
STUDIO ROBERTO GUZZONATO

ROBERTO GUZZONATO Snc is a design studio born in 1988 of the desire to project one’s career into the future to create innovative styles designed with attention paid to every detail. Guzzonato is well-known as a stylist in Europe, but most of all in Asia. His knack for renewal and originality have set him apart from others, which is why famous designers seek him out as a trendsetter who comes up with youthful and elegant styles.

The capacity to develop a fashionable shoe does not depend only on style, but also on the structure. There are multiple facets of footwear to be studied and structure is just one of them. Thanks to his extensive academic and professional career, Guzzonato stands out in terms of the technical as well as creative aspects of shoe design.

Today his firm consists of a group of young energetic and motivated people with whom the “SPORT EVOLUTION” project was shared. The image of sneakers, also known as tennis shoes, has always been associated with sports. Today instead, they are designed to meet the needs of specific sports, but have also entered into the quotidian, now playing a role as a style symbol, blurring and fading the confine between sports activities and fashion phenomena. They have become a cult object that symbolizes a true philosophy of life and lifestyle. This has contributed to their overwhelming global success. The evolution of these ideas has led to the creation of a sporty/elegant sole made up of multiple elements that stand out for their innovative and unique line.

www.robertoguzzonato.it
The graphic design was interpreted and created by F.lli Negro Srl. Following the creation of the maquette with the right proportions, BASF and F.lli Negro technicians decided on the materials best-suited for its production. The construction of the moulds was done by Off. Mecc. Giaquinto Ennio Srl. The moulding of the details in thermoplastic polyurethane, of the two-component wedge in compact polyurethane and PU foam, as well as the final assembly were carried out by F.lli Negro Srl.

The source of inspiration for the design of my sandal was Cyberpunk publications, cinema, and video games. The Cyberpunk style deals with themes linked to the reality of post-industrial society (cybernetics, robotics, telematics, virtual reality, biotechnologies, etc.) elaborated fantastically to represent a protesting ideology and social criticism. Using the Cyberpunk scenario as a starting point and reconnecting myself to the fashion of dad sneakers, I came up with the prototype of a sandal with an outstanding silhouette, the aesthetics of which can shake up bystanders and stimulate discussion. Characterised by the association of traditional leathers and multi-coloured technical materials, the 2077 sandal is anything but plain and in its volumes and lines of style it becomes more an emblem of sporty than of chic.

My name is Raissa Sbroggiò, I’m 33 years old and I live in Ferrara. I come from an artistic and technical background in the sector of Cultural Assets and I have been working in the shoe manufacturing sector for 6 years. I embarked on this course of study with commitment, passion, and diligence and have recently concluded it. Much to my satisfaction, I succeeded in attaining excellent results and developed an interest in shoe design and planning. I consider each pair of shoes a work of art, and I approach each project with attention, precision and care for details.
My name is Alice Piovan, I'm 20 years old and I live in the province of Padua. Fashion has always been a part of my studies from the very beginning. I undertook my academic career by studying the technical production of tailoring, then moving on to the Riviera del Brenta to increase my knowledge of the world of footwear. It was a path that led to my continued growth and increasingly fuelled my passion day by day.

SOLE OF COAL, a sandal for those who dare. Contrasting colours and shapes meet to create a unique and sophisticated style, the geometrically clean cuts of the heel create contrasts with the soft lines of the silver elastics and the rouge lining of the upper. A polyurethane sole with an aggressive design to be able to play and create new and surprising dynamics. The different materials combine to offset each other. “Sole of coal” is an important sole that recalls, with its coal colour, a natural element that blends with the more urban and modern geometries of the shoe. It combines styles and different colours that, when united create a mix between classic and sporty, squared and soft, for a woman eager to express every aspect of herself in a synergy of contrasts.

Sono Alice Piovan, ho 20 anni e vivo in provincia di Padova. La moda mi ha accompagnata fin dall’inizio dei miei studi. Ho intrapreso il mio studiando produzioni tecniche sartoriali, per poi passare in Riviera del Brenta per ampliare le mie conoscenze nel mondo delle calzature. È stato un percorso sempre in crescita, che mi ha appassionato ogni giorno di più.

SOLE OF COAL è un sandalo per chi vuole osare. Giochi di colori e forme si incontrano per creare uno stile unico e sofisticato, i tagli geometricamente netti del tallone creano una dinamica con le linee morbide degli elastici argentati e della rouge che avvolgono la tomaia. Una suola in poliuretano dal design aggressivo per poter giocare e creare nuove e inattese linee. I diversi materiali si accostano per esaltarsi vicendevolmente. “Sole di carbone” è una suola importante che richiama con il suo colore il carbone, un elemento naturale che si mescola con le geometrie più urban e moderne della scarpa. Fonde stili e colori diversi, che uniti creano un mix tra classico e sportivo, squadrato e morbido, per una donna che vuole esprimere tutte le se stessa in una sinergia di contrasti.
My name is Alessandro Contin and I work in the shoe manufacturing sector. As the son of a shoe salesman and hemmer, I can safely declare that I have “shoes in my blood”. I began my career in the fashion sector, but for the past 9 years have been working in shoe manufacturing, initially as a salesman and now as a collection coordinator. Since I was a teenager I have always been fascinated by this world and am now honoured to be a part of it.

Mi chiamo Alessandro Contin e lavoro nel settore calzaturiero. Figlio di un rappresentante di calzature e di una orlatrice, posso affermare di avere “le scarpe nel sangue”. Ho iniziato la mia carriera nel settore dell’abbigliamento mentre, ad oggi, sono ormai 9 anni che sono nel settore calzaturiero, inizialmente come rappresentante ed ora come coordinatore di collezione. Fin da adolescente sono sempre stato affascinato da questo mondo e, ora, sono onorato di farne parte.

My project was inspired by one of my favourite films, “The Gladiator”. I especially like this cinematographic work because the Gladiators, in addition to being mercenary warriors seeking glory, were also people who fought for their own families, burdened by debt or sentenced to die, obliged to fight for their survival. The important volumes of the sole, in line with today’s trends, had a strong influence on the choice of materials, which had to be appealing and decisive. The choice of the colours for the upper, and consequently of the sole, were inspired instead by Mondrian, a Dutch artist known for his “non representative” paintings. The combination of perpendicular lines with primary colours (red, blue, yellow), and white and black are the result of a continuous search for balance and formal perfection that evolved stylistically during the course of his life.

Questo mio progetto prende ispirazione dalla visione di un film a cui sono molto affezionato, “Il Gladiatore”. Quest’opera cinematografica mi piace in particolare perché i Gladiatori, oltre ad essere guerrieri mercenari alla ricerca di gloria, erano anche persone che combattevano per la propria famiglia, spesso in debito o condannate a morte, costrette a lottare per sopravvivere. I volumi importanti della suola, in linea con i trend del momento, hanno inciso molto sulla scelta del materiale, accattivante e deciso. La scelta dei colori della tomaia, e di conseguenza della suola, prende spunto invece da Mondrian, pittore olandese conosciuto per i suoi “non rappresentativi” quadri. L’accostamento di linee perpendicolari ai colori primari (rosso, blu, giallo), e bianco e nero, sono il risultato di una continua ricerca di equilibrio e perfezione formale evoluta stilisticamente nel corso di tutta la sua vita.
My name is Robson Morais and I come from Brazil. My academic career began in Brazil, where I finished high school and 3 years of studying law at university. When I realized that this was not the career that I wanted, in 2009 I moved to Italy, and to continue my studies I enrolled in the hotel management school in Jesolo, graduating as a chef's assistant, following up with work in experience in the sector. As I didn't feel that I had truly reached my career goals, I decided to follow my desire to attend the footwear designer/technician course.

When the school informed me about the BASF project, I wanted to create a shoe that would recall the Middle Ages. I saw that the sole was beautiful, impressive, and had a strong character, so it fit my idea perfectly. One evening on television I saw the story of a woman warrior, Joan of Arc, during the Middle Ages. From that moment on, a new world opened up to me, full of ideas to be explored.

I wanted to demonstrate that there are many roads, stories, ideas, concepts, to explore and create, any context we live in can be interpreted in thousands of different ways. All it takes is to stimulate the creativity that each of us has inside, ready to be transformed into something material.
My name is Simone Ballin, I'm 22 years old and I live in Vigonovo. I earned a diploma as a Tour Operator, but I immediately left this sector to embark on another career and education. I have been working for three years in shoe manufacturing. After working in my father's sheering workshop, I did a variety of jobs in a shoe manufacturing company. I had the opportunity to become a part of the world of luxury footwear. This world and the complexity of creating luxury footwear enabled me to further my specialisation in this sector.

With this project, I wanted to create something that could fully replace the comfort of sneakers and the light weight of a flat summer sandal. This is how my “tank sandal” project was born. An extra-large maxi sole, soft and comfortable for a low sandal that offers the right support for the silhouette. Sandals with a “tank” sole can boldly complete a sportswear outfit. There are some colours that naturally lift our mood thanks to their characteristic intensity or simply because we associate them with positive concepts, like warmth, lightness, fun: this is precisely why I chose so-called vitaminic colours for my project. They recall fruit, rich in vitamins, from lemon yellow, to carrot orange, to pink grapefruit.

Mi chiamo Simone Ballin, ho 22 anni ed abito a Vigonovo. Mi sono diplomato come Operatore Turistico ma ho abbandonato subito quell’ambito per intraprendere tutt’altro percorso lavorativo e formativo. Lavoro da 3 anni nel settore calzaturiero. Dopo aver lavorato all’interno della tranceria di mio padre, ho svolto diverse mansioni all’interno di un’azienda calzaturiera. Ho avuto la possibilità di entrare a far parte del mondo della calzatura di lusso. Questo mondo e questa sua complessità nel realizzare una calzature di lusso, mi ha portato a specializzarmi ancora di più nel settore.

Con questo progetto ho voluto creare qualcosa che potesse sostituire a pieno la comodità della sneaker e la leggerezza di un sandalo estivo flat: ecco che è nato il mio progetto ‘tank sandal’. Maxi suola extra grande, morbida e confortevole per un sandalo basso che offre il giusto supporto alla silhouette. I sandali con suola carrarmato completano gli outfit sportswear con decisione. Esistono delle tonalità che mettono naturalmente di buonumore grazie alle loro caratteristiche d’intensità o semplicemente perché le collegiamo a concetti positivi come il caldo, la leggerezza, il divertimento: è proprio per questo che ho scelto, per il mio progetto, colori definiti vitaminici, che richiamano la frutta ricca di vitamine, dal giallo limone, all’arancio carota, al rosa pompelmo.
My name is Francesca Benetollo, I’m 22 years old and I live in Noventa Padovana. My career in the world of shoe manufacturing began in 2017. I have always been immersed in the world through the work of my family members and I decided to undertake this course of study that fascinates me, both because of my passion for fashion and because there are many career opportunities in the Riviera Del Brenta. I hope one day to work worldwide and be able to convey my passion by contributing to the creation of important designer collections.

“Alternative femme” is a shoe dedicated to a determined and self-confident woman. The development of the project began with the interpretation of the sole, seeking to create something modern and an alternative to the now classic platform. From the sole I moved on to the accessories, sticking with the same line of thought. This is why I chose backpack clips instead of classic metal buckles. The combination of the sole and the accessories pushed me to create a street platform shoe by mixing contrasting leathers and fabrics and adding elasticised straps. In creating all this, I was inspired by such brands as Balenciaga, Off White, and Puma.
My name is Edoardo Casanova, I’m 23 and I live in Montebelluna, in the province of Treviso. I set out on shoe manufacturing immediately after earning my high school diploma in business administration and marketing, enrolling at the Politecnico Calzaturiero. I have always loved design and I feel that I belong here.

The idea for “Combat”, my project, was born as soon as I saw the sole. It is a shoe with a sporty soul but certainly intends to break into the world of fashion. The upper, with its simple structure, is made more aggressive and individualistic by the grosgrain ribbons and by snap hooks borrowed from backpacks. Instead, the cool colours and broken geometric lines recall buildings and elements of contemporary design that inspired this model.
My name is Elena V. del Sordo and I’m 49 years old. I was born in the province of Lecce but having been living for about 20 years in Padua. I have always loved footwear, but only recently have I been able to know it better thanks to the Politecnico. During my career, I have never had the opportunity to work in the shoe manufacturing sector, but I hope that this dream of mine can come true.

To create this shoe, I was inspired by a youthful and dynamic femininity. For all those women who are not afraid to dare. A shoe that adapts to different, everyday dynamics, from free time to on the job, so versatility is the key word. To achieve this, I thought of combining the futuristic cut of the sole with a leather upper (a material par excellence in footwear) with bands in colourfully patterned fabrics to lend movement to the shoe. The warm colours used for the upper recall the desert dunes at sunset, associated however with the icy white sole in direct contrast, thereby achieving a visual sense of harmony for the entire shoe.
My name is Giovanni Piccinini, I’m 26 years old and I live in Verona. I have been working in the footwear sector for more than four years. I entered directly into design, having the opportunity to learn and see many types of production and all the processes that go into making shoes. All this gave me the foundation to be able to enrol in the Politecnico Calzaturiero, thanks to which I was able to hone both my technical skills and become a designer to all effects.

Military street wear is the theme that inspired me in making this model. The idea was born by drawing inspiration from the runways of bold and youthful brands that propose a military theme that was contemporaneously chic and street style. I sought to create something new, using green colours and materials like rope, which works as a lace to recall military style, combining a street style that has continued growing over recent years, so I created a sandal on this modern platform and a elasticised sock to also provide a comfortable shoe.
My name is Alessia Franzini, I’m 23 years old and I live in the province of Verona. My interest in art and fashion has matured over the years although it originated with a family of shoe manufacturers who passed on to me, day after day, a passion for footwear. After a variety of work experiences, I decided to perfect my studies at the Politecnico Calzaturiero to be able to enter this world that has always fascinated me.

I called my project “Future Vibes”. The concept used is based on a reinterpretation of fluo and the excess of the 1980s, where the keyword was “dare”, in a futuristic sense. Over these years, women gained more and more importance and independence, the years of the election of the first woman prime minister in England, Margaret Thatcher. It saw the birth of the active woman, and with her the “Power Dressing” style. “Future Vibes” combines the future and technology, focusing on new technologies and daring with new materials. It is the representation of a digital/urban mix with the application of semi-glossy films, glinting metallic mesh and minimalist design.

Speaking of the future means speaking of the moral value of our actions, combining on one hand the intention and on the other a responsibility to evaluate potential results and the impact of our choices. The future influences the present as much as it does the past.
For my project, I was inspired by a nocturnal atmosphere, remembering the neon signs of Japan. The finishes and the black sole recall the night and exalt the contrasting colours. An accessory for a woman with a strong character who is not afraid to stand out in a crowd.

The variety of materials used, the bright colours and the outstanding sole lend an aggressive touch and call attention to the character and style of a person who like dressing sporty, but at the same time have an accessory that adds a touch of elegance for any type of occasion.

My name is Giorgia Romanato, I'm 19 years old and I live in the province of Padua. I come from a school where I studied fashion, especially clothing, but my true passion has always been footwear. I had the opportunity to enter in the world of shoe manufacturing through the Politecnico that entered me, through internships, in a company in the Riviera del Brenta where I had the opportunity to learn the art of this trade. I am very happy about my decision and now I hope to continue growing in this field.

Sono Giorgia Romanato, ho 19 anni e vivo in provincia di Padova. Provengo da una scuola ad indirizzo moda, in particolare abbigliamento, ma la mia passione sono sempre state le calzature. Ho avuto l’opportunità di entrare nel mondo calzaturiero attraverso il Politecnico che mi ha inserito, tramite stage formativi, in una azienda della Riviera del Brenta in cui ho avuto modo di apprendere l’arte di questo particolare mestiere. Sono molto felice della mia scelta e ora siedo di continuare a crescere in questo ambito.
“Future racer” is the name of this sandal. White Lycra® and red elastic lend comfort and elasticity to movements, while the strap and heel in blue and grey leather give stability to the gait. The platform recreates racing stripes with a competitive spirit, in red, white, and blue inspired by a world level competition. The concept is born of the world of motorcycle racing, then reinterpreted in a futuristic key: colours and competition express a sporty character in the sandal.

My name is Simone Santin, I am 35 and come from Montebelluna in the province of Treviso. I have been working for a few years in a shoe manufacturing company, Donna Confort, as a warehouse working and procurement office collaborator. My curiosity about how shoes are made led me to the Politecnico Calzaturiero where I had the opportunity to deepen my understanding and further pique my interest, which then became a passion.

“Future racer” è il nome di questo sandalo. Lycra bianco ed elastico rossino donano confort ed elasticità nei movimenti, mentre fascetta e tallone in pelle blu e grigio danno stabilità nella camminata. La zeppa ha lineamenti running con anima competitiva, dai colori rosso, bianco e blu ispirati ad una gara nel mondo delle competizioni. Il concept nasce dal mondo delle corse motociclistiche reinterpretata in chiave futuristica: colori e competizione esprimono nel sandalo il suo carattere sportivo.

Mi chiamo Simone Santin, ho 35 anni, vengo da Montebelluna in provincia di Treviso. Lavoro da qualche anno nell’azienda di calzature Donna Confort come Magazziniere e collaboratore ufficio acquisti. La curiosità nel capire come è fatta una scarpa mi ha avvicinato al Politecnico Calzaturiero dove ho avuto modo di conoscere e approfondire questo mio interesse poi diventato passione.
My name is Mattia Colonna, I'm 21 and I live in Stra, in the province of Venice. After graduating from a technical-commercial high school, I attended the Politecnico Calzaturiero because my passion for fashion in general was born thanks to the influence of my mother’s job. I had the opportunity, driven by my own personal interest, to know, observe, and contribute to the work of a model making studio and the footwear development process. With time, I understood that what best represented me is the shoe design sector.

In creating this project, I followed the world of street style over recent years. I wanted to design on this voluminous base an upper that expresses the concept of street art, recreating classic graffiti on leather that can be seen every day on walls. I created a technically simple upper with visual impact by highlighting the graffiti. The project was conceived and created for a sporty, everyday style, but is nonetheless original and impactful.

Sono Mattia Colonna, ho 21 anni e vivo a Stra in provincia di Venezia. Dopo essermi diplomato in un istituto tecnico commerciale, ho frequentato il Politecnico Calzaturiero perché la mia passione per la moda in generale è nata grazie all’influenza del ruolo lavorativo di mia madre. Ho avuto modo, per mio interesse personale, di conoscere, assistere e contribuire al lavoro di uno studio di modelleria e al processo di sviluppo delle calzature. Con il tempo ho capito che ciò che mi rappresenta di più è il settore della progettazione e del disegno.

Per la realizzazione di questo progetto ho seguito il mondo dello street style, negli ultimi anni. Ho voluto ricreare sopra questo fondo voluminoso una tomaia che esprimesse il concetto dell’arte di strada, ricreando quindi sulla pelle i classici graffiti che si vedono quotidianamente nei muri. Ho realizzato una tomaia semplice tecnicamente ma visivamente d’impatto con l’esaltazione dei graffiti. Il progetto è stato pensato e realizzato per uno stile sportivo e quotidiano ma nonostante ciò originale e d’effetto.