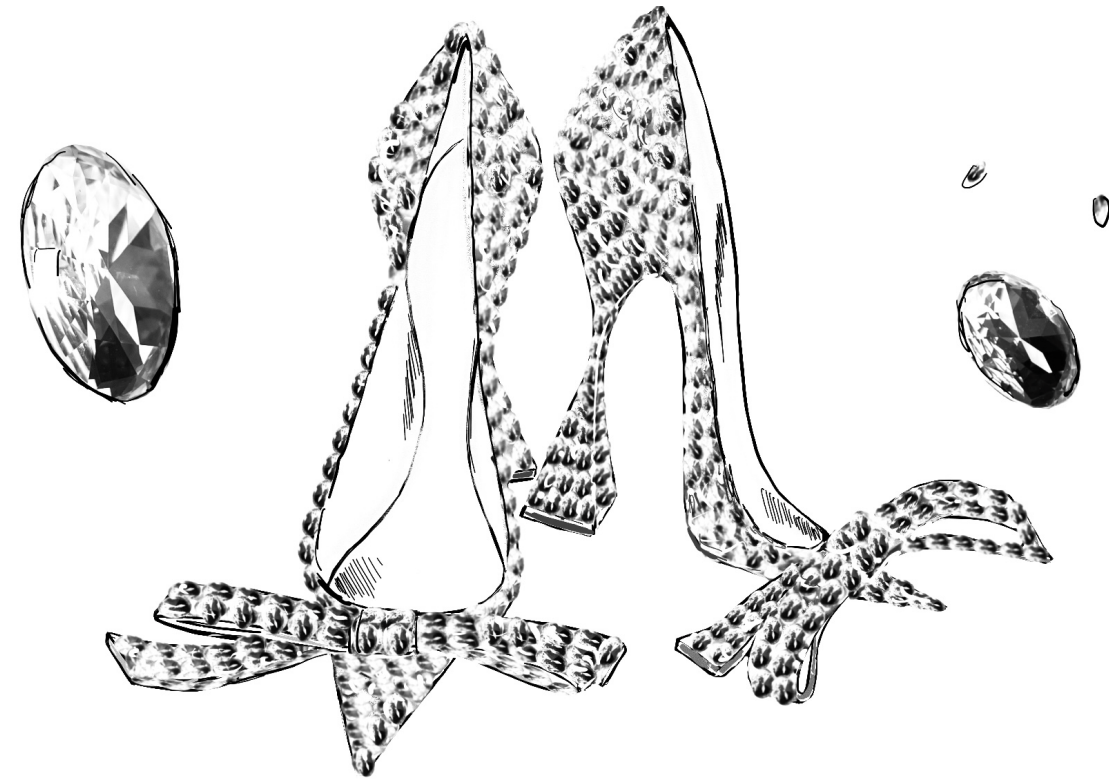




SHINE AWARD

REWARD THE LIGHT

An award to the creative beauty and audacity of the backstage



The prize

shine award

SHINE AWARD rewards light.

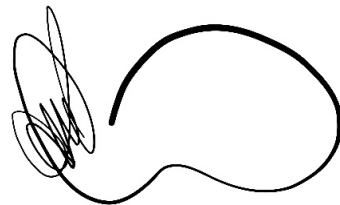
There is a world capable of shining behind the spotlights this award is meant to be a backstage journey in search of the beauty, creativity and audacity that is often not seen.

A commission of **creatives, entrepreneurs** and **institutions**.

The will to know and recognize the excellence in Venice; the days when the heart of the lagoon beats faster, in the time of cinema and the regatta which becomes art and creative ferment.

A time of fashion.

The craftsmanship supply chain is now the protagonist.





The moment

the late summer light

Immersed in the late summer light we will enjoy a time of art.

To frame the first edition of shine award - **the Venice Film Festival and the Historical Regatta.**

The spotlight will be focused on Venice, we will direct them to the backstage, to those who make our city and our territory great in the fashion world.

An event and a prize destined to be repeated every year from this year.

This is just the first of a series of moments.



The event

spotlight on

“ September, in the suggestive ca vendramin calergi, on the edge of the lagoon, in the lagoon. Venice shines, the work of Franca Carraro illuminates it: giant shoes, studded with Swarovski. The sun goes down, we are heading towards a new day, the second day...”



Date



Location

Saturday 2 and Sunday 3 September:

Cà Vendramin Calergi

with the starred chef **Alessandro Borghese**.

Saturday 2 September:

Gala dinner | Awards | Moon night

Sunday 3 September:

Brunch | Networking | Historical regatta

Purpose

to move the light

An award and event that want to enhance creativity and audacity in the fashion supply chain.

Professionals who make the realization of beauty possible: it is on them that we turn on a *spotlight*. They are the ones who illuminate the light.

We want to reward and give space to know - how, to all the kind and expert hands that make our territory great.

An event and a prize designs for those who work in the world of footwear with perseverance and initiative.



Spot light

the location and the atmosphere

The luxury of Simplicity by the star chef Alessandro Borghese.

In the Venetian setting, in a heritage building, immersed in the beauty of the present.

A time of pleasure that passes through the senses: the beauty you see, the good you taste.

Art, design and cuisine mix in the exclusive **Cà Vendramin Calergi**.

A **networking dinner with awards** and a **Venetian brunch**.

From here it will be possible to see the **Regatta Historical**.



Art

light is free

More than an award, more than an event, **SHINE AWARD** is art.

On the Grand Canal, leaning against the water, the creations of the **Designer Franca Carraro** will find space. Swarovski shoes will reflect the lights, enhancing them. A luminous kaleidoscope of the color of September.

The shoes, strongly desired by Carraro as a symbol of the light that illuminates the supply chain by rewarding creative audacity, will become an “Ongoing Exhibition” that will go beyond the time of the event.

Free art, for everyone. Like the light.



Spot Light

about



FRANCA CARRARO

Fashion and Shoes Designer - daughter of art, from Venice.

Creative director who collaborates with the biggest fashion houses, worldwide.

She brought the art of creating into the salons of international luxury.

She has a strong artistic sensibility, aesthetic sense, and love of beauty.



Deep **connoisseur** of the footwear supply chain, she moves actively to enhance the creative audacity of those who populate the backstage

Franca moves the reflectors with a work that transforms the light, on display in Venice.

On the occasion of the event “**SHINE AWARD**”.

Excellence

made in italy

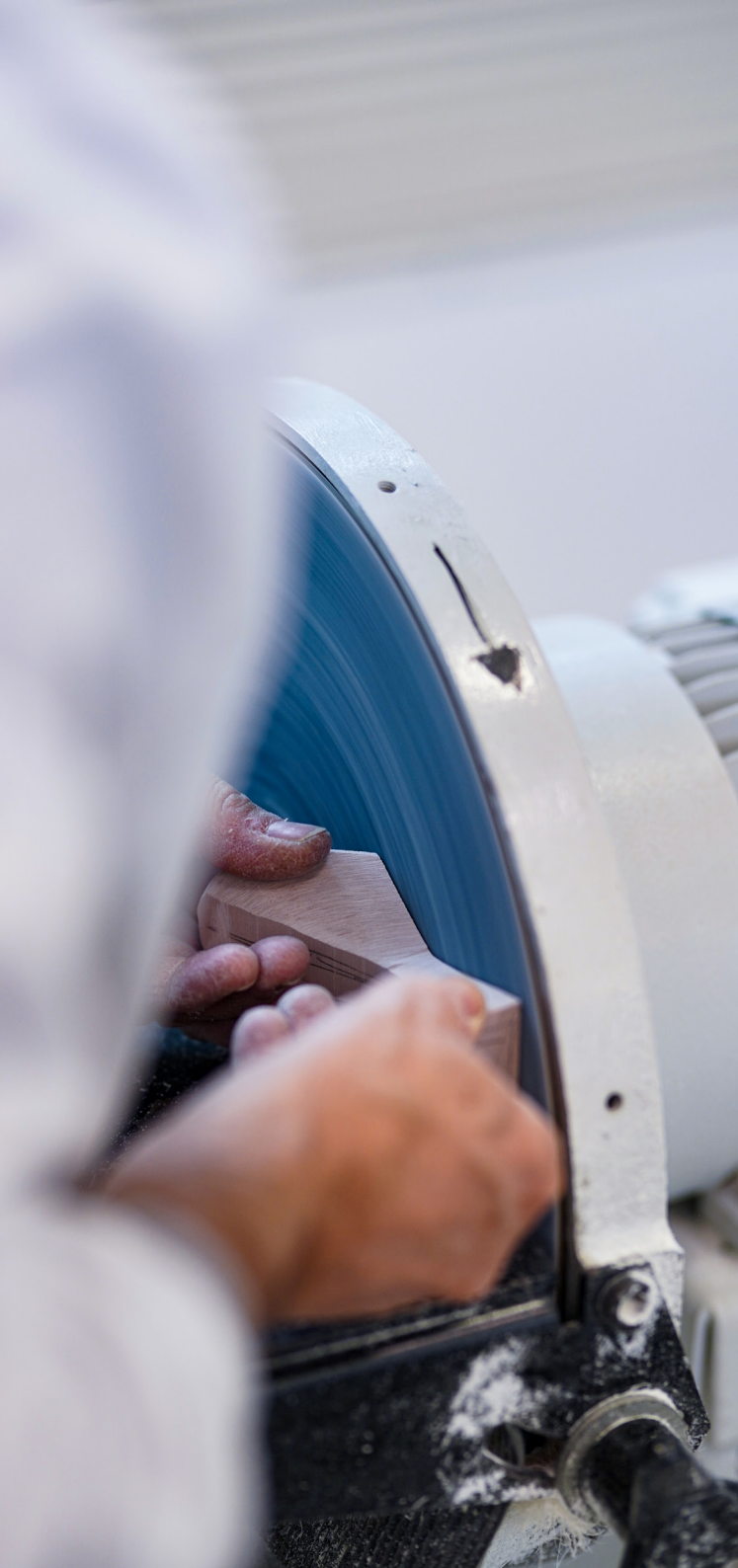
The goal is to satisfy the requests of increasingly demanding customers, driven by the continuous search to keep up with fashion.

Partner of all the most important brands of world footwear fashion, can boast a historical archive of models quantifiable in over a million pieces.





**Synonymous
with professional,
seriousness,
artisan experience,
technological research,
service and quality, a
reality wholly and proudly
“Made in Italy”.**



Skill & craftsmanship

We give life to your creations taking care of every detail and following the reference style up to the creation of the prototype.





From skilled hands

style, elegance and technology

The footwear produced by Valbrenta represents the culmination of an ancient tradition which today finds support in the most modern technologies.

Craftsmanship of excellence which, due to its complexity and uniqueness, satisfies the highest stylistic requirements at an international level, combined with some of the most innovative design technologies to support the design of objects which make their being precious the stylistic hallmark of our company.

Real objects of art to be experienced, to underline the femininity of the wearer in a unique way.

In light

be part of SHINE AWARD

An event that will have maximum resonance thanks to important Media Partners, among all the **Italian Radio Television**.

A cross platform and multi channel **digital** approach.

A **press office** totally dedicated to the event, an important press review and names in journalism directly involved in the two days in Venice.

A continuous flow of communication **before, during and after the event**.

Participation in **SHINE AWARD** brings with it an important exposure in the world of luxury footwear and fashion, in general.

- Networking, leisure and opening contacts.
- Commercial development.
- Average exposure.
- The possibility of being there and being known, beyond making yourself known.

Credits

Project promoted by Paola Smajato

Designer: Franca Carraro

Marketing Consultant: Roberta Perin

Photography and Video Maker: Alex Puiu

Graphic designer: Adriana Cobianchi

Web designer: Lara Furlanetto

Coordinated and realized by:

