



THE INVENTOR'S WHAT'S MORE ALIVE THAN YOU™ SPEAKS ABOUT THIS FASHION-ART PROJECT

INTERVIEW WITH MARIO INNOCENTE, CHIEF EXECUTIVE OFFICER WHAT'S MORE ALIVE THAN YOU™ - WMATY SRL

THE PROJECT FOR THE BRAND WHAT'S MORE ALIVE THAN YOU™ WAS FOUNDED IN 2004 BY AN IDEA OF MARIO INNOCENTE, ADVERTISING AND MARKETING CONSULTANT NOW THE MANAGER OF WMATY SRL, WHICH OWNS THE BRAND.

THE IDEA TO INVOLVE PEOPLE FROM ALL OVER THE WORLD IN THE DESIGN OF FASHION COLLECTIONS OF SHOES, BAGS AND CONTEMPORARY JEWELLERY, IS FINDING THE INTEREST OF THOUSANDS OF YOUNG STUDENTS, DESIGNERS AND FASHION DESIGNERS WHO RESPOND ENTHUSIASTICALLY TO THE CREATIVE CALLS REGULARLY LAUNCHED ALL OVER THE WORLD BY THE ITALIAN COMPANY.

After the success of the second creative call, which have selected 23 people and 2 professional studios from 12 countries, we do have some questions to the inventor of the project to better find out how the new fashion-art brand What's More Alive Than You™ wants to place itself into the market.

HOW DID THE IDEA FOR THIS NEW BRAND ARISE AND WHY?

"What's More Alive Than You™ is a brand-no-brand, a fashion-art project, more than one brand and you will understand by reading its history and philosophy. When I was young I did the studies had little to do with my inclination to artistic and, in particular, drawing

subjects, but once finished I tried immediately to work as a free-lance in advertising. I wanted to use my skills in drawing, so I thought I would offer myself as illustrator and visualizer. The beginning was very hard. As so often few, if any, are willing to give you a job if you don't prove to have the experience as well as talent. It's a vicious circle: you do not get a job if you do not have experience, but you can not work without experience. You have to hope that, sooner or later, someone notice your talent giving you a job, and then another one and another one to submit to your portfolio so you can become a professional. And this is what happened to me. An advertiser, really well known, gave him a national advertising campaign, asking me to make a drawing with the mood I thought was most appropriate to the message. This advertiser believed in my work leaving me freedom of expression. It was the beginning of a beautiful career, I had publications in books and contracts with national agencies, later I began a advertising career up to the marketing consulting for national and foreign companies.

This story is the beginning of the idea for the brand What's More Alive Than You™. If someone had made me feel alive at the origins of my career, asking me to express my talent in exchange for rights to use an advertising illustration, I thought that everyone should have the same chance.

So I thought a project based on this concept: give freedom of expression to talented people, in exchange for the possibility of using a commercially unique artwork, allowing those who have designed to preserve the copyright and create a project which will be included in the portfolio."

WHY FASHION ACCESSORIES AND CONTEMPORARY JEWELLERY?

"I grow up with the example of my mother who with her hands and imagination created wonderful objects. I still have some pictures with her wearing clothes, created by her own hands, incredibly beautiful and simple. My memories remind me of her images, cutting the plastic bags for shopping, and realizing colourful flowers tied together to create pins and hair slides. My mother did it just for her, just for the joy of inventing and gave me the passion for creativity, aesthetic sense, pleasure of art and beautiful things. In the field of fashion and accessories you can make wonderful objects, you can play with the materials, mixing them together with shapes, textures and colors. This is the mission of What's More Alive Than You™."

IF WE WERE TO SUMMARIZE THE IDEA, CAN YOU TALK ABOUT CROWDSOURCING THROUGH CREATIVE CALLS?

"Talking about crowdsourcing is correct, but it is not so correct to say that we do this by launching creative calls or that we are a company which organize just simple contests. The idea is rather to involve people in the full production process and the "creative call" is just the first step of this process.

All fashion companies have a creative and stylistic team with one or more designers of reference; our project is different: we aim to create a huge, international stylistic platform using the Web and the active collaboration of the Universities not only in the fashion and design but with multidisciplinary perspective. Everyone who has been selected participates then to the entire process of product development, from material selection, construction of the first prototype to the final sample, and also appear with curriculum and face in advertising, as author and testimonial for his own creation.

No company does this in a regular way, although sometimes we can see the use of crowdsourcing in particular to overcome the lack of creativity or as a brand marketing activity.

I want to highlight again that our contests are not competitions, but creative calls, which can really join in everyone, not just students and not only those involved in fashion or design. To our mind everyone can have a good idea.

The goal of What's More Alive Than You™ is to offer always and only collections where each object corresponds to an author and work exclusively with crowdsourcing as part of the industrial process."

HOW DO YOU REALIZE THE IDEA? HOW MANY PEOPLE SENT PROJECTS WITH MATERIALS AND SHAPES NOT SO SIMPLY PRODUCIBLE? HOW DO YOU OPERATE IN THESE CASES?

"In these first two creative calls we received also special projects, expensive and complex to produce both hand in both series. I have to say that every product of the collection, every "artwork" is completely made in Italy by companies that we have selected after more than one year of work, talented professionals in the fashion industry but also companies and consultants with experience in other fields, from cutting and processing of metals, to manufacture of plastics, wood, marble, to nanotechnology. People and companies that sometimes never worked on a shoe or a bag, let alone on a jewel, but that have a firm experience and high skills in problem solving and who thought our projects as a challenge.

Never forget that in Italy we are still very competitive for the quality of a whole range of products and processes, especially in fashion, requiring high skills, such as shoes.

Also, as you seen by visiting the website (www.wmaty.com), What's More Alive Than You™ is the first fashion brand to partnership with leading companies specialized in production of materials and research and development. Vibram®, Giovanni Crespi Group and Material Connexion® are some of the manufacturing partners and other collaborations are being developed in those days.

This working procedure allows us to carry out almost everything. There are some limits, however, often are related to the time of development."

FOR YOUR PRODUCTS, WILL YOU USE THE LABEL "MADE IN ITALY"?

"Let's say we are the first company to work with a philosophy a bit different that we can translate as: Italian Made, International Design™. We do not want to fix a label to the products, but to communicate to customers the value of what they are going to buy: a fashion-art product, fine quality, entirely manufactured in Italy and designed by people from all over the world."

WHAT ABOUT THE COLLECTION?

"I do not want to reveal now all the features of this new brand, or rather fashion-art project" What's More Alive Than You™. I can just say that there will be about three creative calls per year and then three selections, which will give rise to three different outputs of the collection, organized taking inspiration

from the art collections.

The main and bigger collection will be the Permanent Collection, in which one the most requested artworks by the customers will always on sale, so some products may remain in the collection for years, according to the logic of art collection and not linked to fashion trends.

The second collection is the Limited one which, as the name reminds, will contain artworks more particular in a limited number of pieces.

And for those who have purchased at least one of our artwork, we have reserved a Private Collection, which purchase will be reserved for customers.

All outputs of the collection will be spring/summer and autumn/winter at the same time and there will be no difference between men and women, not to influence the choice of products to the customer. We do not sell shoes, bags and jewellery, but artworks that tell a story.

Other details will be announced later, as the use of latest web and mobile technologies to keep in touch with the world What's More Alive Than You™ with smart phone or hand-held computer, or to receive the latest news collection without connecting to the Internet each time."

WHICH ARE THE NEXT STEPS?

"First of all, we just chose the names of the people selected by the second creative call and made an initial screening of projects to be put in production. We will now assign to each designer a online "room" at our website where he can talk with the production. With authors who have submitted more projects we choose with them which one/ones to put in production and this part will be the most complex, since in some cases we have so many projects.

A technical evaluation of all the projects has already been made, so once decided the matching artwork to collections, we will start with the first step of prototyping.

These days we are defining the third creative call, giving the chance to join to the hundreds of people who were unable to attend the second call and to partner to several Universities in many countries; the next creative call will be on-air in late October with almost 90 days for participation.

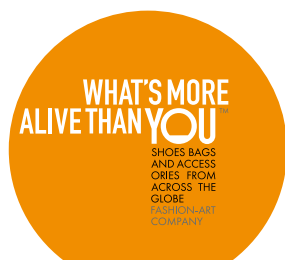
Another important step will be the publication of e-commerce, which allows customers a different shopping experience thanks to ad-hoc studied web and mobile applications. We plan to publish it by the end of November so as to make available all the collections of the first two creative calls."

YOU CAN ASK OTHER QUESTIONS TO MARIO INNOCENTE, FOUNDER AND CHIEF EXECUTIVE OFFICER WMATY SRL, WRITING TO THE PRESS OFFICE WHAT'S MORE ALIVE THAN YOU™:

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