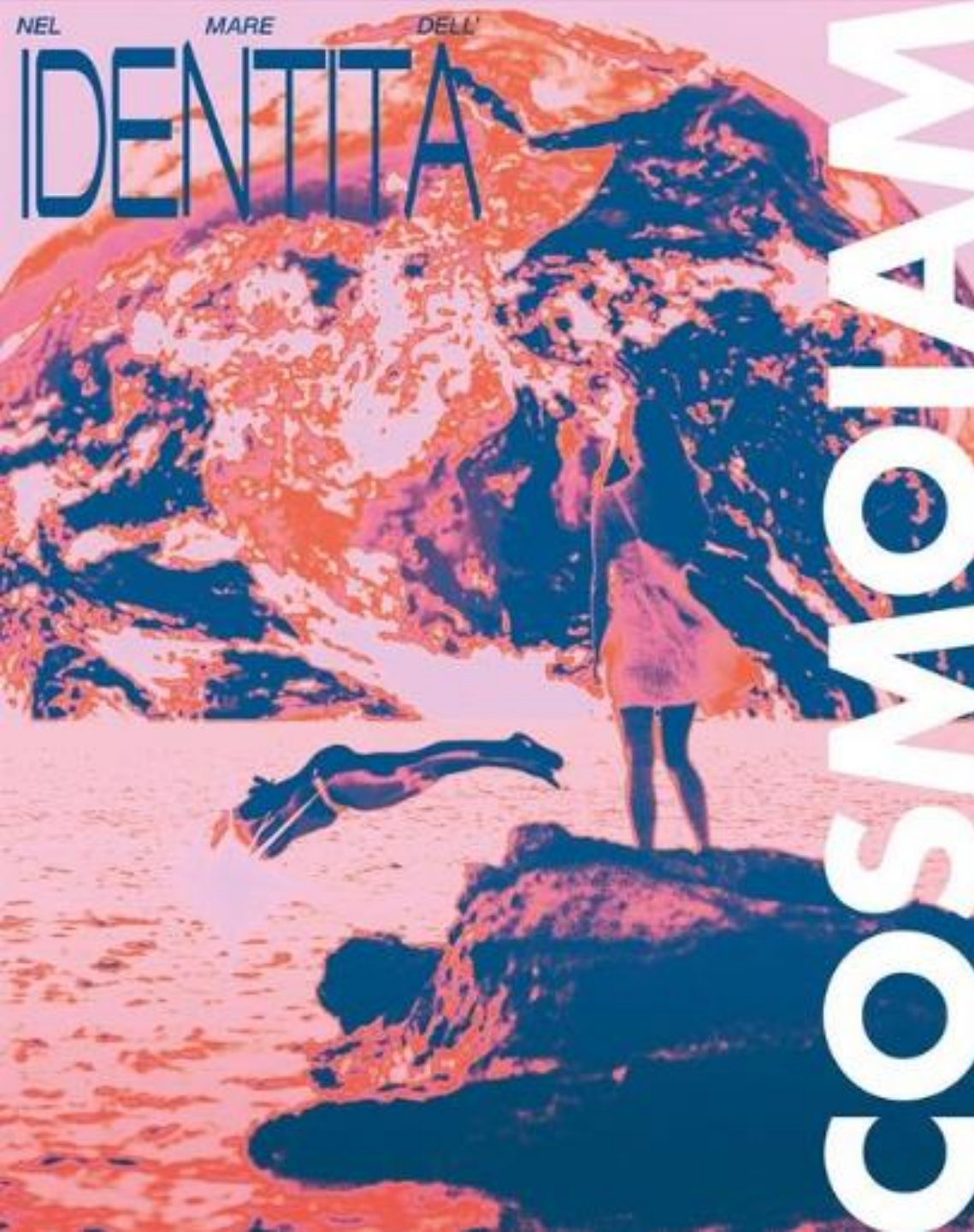




# COSMOPOLITAN

#COSMOIAM

March 2024



# AGENDA

THE PROJECT

THE FIRST EDITION

CONCEPT 2024

ACTIVITIES



# THE PROJECT

An emotional and narrative census of Youth

#CosmoIAM is the laboratory of expression idealized and created **together with prestigious Italian universities and art academies**, that investigates important themes by directly involving **hundreds of students** that give their vision of the world in the form of stories, comic books, photographs, videos, illustrations, artworks and installations.



## COSMO I AM: CARO DIARIO (DI VIAGGIO)

Torna #CosmoAm, un laboratorio che *Cosmopolitan* ha voluto e costruito insieme a prestigiose realtà accademiche italiane per provare a dare risposta alla domanda delle domande: «Chi sono e chi voglio essere?»: 120 studenti della Gen Z con incredibile entusiasmo ci hanno inviato racconti, fumetti, fotografie, video, illustrazioni. E sapendo quanto il tema identitario sia una costante, a qualsiasi età, abbiamo voluto coinvolgere anche cantanti e celebrity: #CosmoAm si arricchisce così delle loro testimonianze che trovate su [cosmopolitan.it](http://cosmopolitan.it) e su Instagram (@cosmopolitan\_it). Chissà che non vi ritroviate anche voi, in tutti questi racconti.



## THE UNIVERSITIES AND THE STUDENTS:

The project involves numerous Italian universities and art academies in the fields of **Communication, Fashion and Design** – such as IED Roma and Milan, Istituto Marangoni Milan, La Sapienza of Rome, Accademia di Belle Arti of Bari – and hundreds of **students, between the ages of 19 and 25.**

— The first edition

# THE PURSUIT OF IDENTITY

*Who am I, who do I want to be?*

The first edition - that took place in an exhibition at the **Fabbrica del Vapore** sponsored by the Department of Culture of the City of Milan - focused on the theme of **IDENTITY** and brought great enthusiasm from the students who created **over 120 original high-quality works** to answer the question.

The project created meeting occasions and a **sociological mirror of the generation** that is building its own future.



OVER  
**2K**  
VISITORS



OVER  
**2M**  
SOCIAL  
REACH



[Click and relive the first edition.](#)

# THE CONCEPT

*The future starts today, not tomorrow*

The theme of identity was investigated through the question «Who am I, who do I want to be?», this year the call to action for Gen Z students is revolved around the **FUTURE**.

«How do you imagine the future?  
How do you want to build it?»

The future, a hot topic for our privileged sample of students will be investigated through 4 macro topics:

**SUSTAINABILITY | HUMANS AND TECHNOLOGY | RELATIONSHIPS | DREAMS**





— The topics

# SUSTAINABILITY

«There can be no sustainable future without young people» Jakob Forssmed

A **key theme** for Europe that expresses the necessity to consider also the **social dimension of sustainability** underlining the role of young people as key actors in the actuation of the 2030 Agenda for **sustainable development**.

The levers that move the sustainable conscience of young people and that are seen as urgent are:

- The environment and attention for the planet
- Inclusion
- Gender equality

*What is the vision of our privileged sample?*



# HUMANS AND TECHNOLOGY

*Technological innovation does not exist without man*

In a binomial more and more present between man and technology, we ask young people what is their idea of a **human being** and how they see themselves in the near future: is **artificial intelligence** a threat or a resource?

Based on this,

*How can technology transform itself into a precious ally without facing the consequences? What are the imagined and imaginable scenarios? How do they feel about it? How do they see themselves in this binomial?*



# RELATIONSHIPS

## *Gen Z rewrites the rules of Love*

Love is a «chapter in evolution»\*, for the Gen Z community: **online dating** seems to be losing appeal, **new rules** are being written for online dating and meeting sites and platforms are being tested for **greater knowledge and romance**.

*What do they look for in a couple? How much space does friendship have in their lives? Do they want to get married? Do they believe in forever? What relationship do they have with their bodies? Is there space for modesty?*



\*world report from the English agency, GWI



# DREAMS AND QUALITY OF LIFE

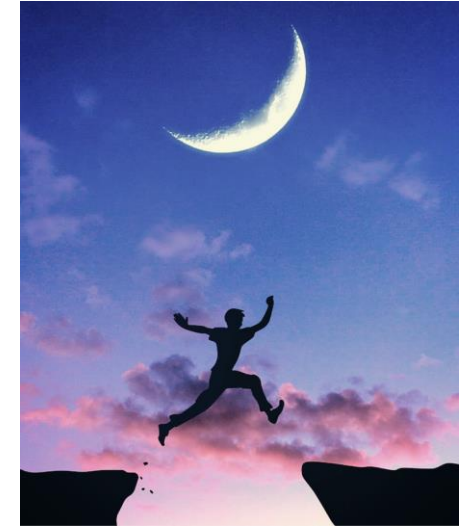
*The future I would like to have*

## What do young people dream for their own future?

Independence, responsibility, decisional freedom, being guided by passion. «Sustenance» does not seem to be their first priority but rather a good balance between professional and private life.

And more... suggestions and desires on the **quality of life**: professional ambitions and objectives, passions, free time, stress and hectic rhythms or a slow life.

**What holds value for them? What do they want to reach/build? What wakes them up happy? What is the lifestyle they would like to have?**



# THE MODALITY

*The future in exhibition*

The students can express their vision of the world through:

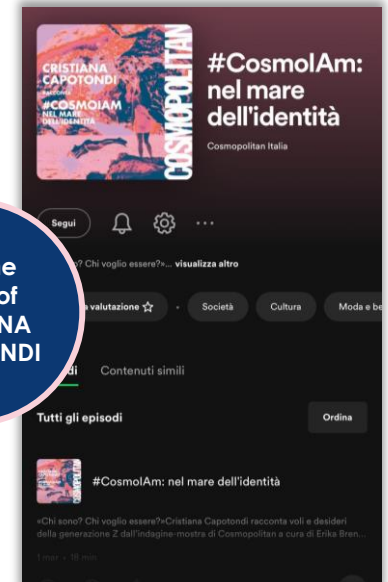
- **ARTICLE** (max 2.500 characters)
- **INSTAGRAM STORYTELLING**
- **ILLUSTRATION**
- **PHOTOGRAPH** (max 8 shots)
- **VIDEO** (max 1min and 30 seconds, to be presented with Italian subtitles)
- **INSTALLATION/ARTWORK**
- **MONOLOGUE SCRIPT TO PUT IN SCENE** (it's necessary to send both the text and audio with representation)
- **PODCAST SCRIPT** (concept + text: 4-episode series representing the 4 topics/6-episode series/single episode lasting maximum 18 minutes)

The editorial team will select a monologue that will be shown during the event from a professional actor and a podcast will be presented with the voice of a great narrator.

**ARTWORKS MUST BE SENT TO [COSMOPOLITAN@HEARST.IT](mailto:cosmopolitan@hearst.it) BY JANUARY 15<sup>TH</sup>, 2024**



With the voice of  
**CRISTIANA  
CAPOTONDI**



## THE EXHIBITION – EVENT

The project #CosmoAm culminates and takes place in an **exhibition event**, open to the public for 4 days: an immersive journey (location in scouting) where the creations of the students will be exposed.

The foreseen activities are:



### INAUGURATION

Cosmopolitan proposes an **opening vernissage** for the students, the community and the Partners to build connections through networking.



### PRESS CONFERENCE

Presentation of the **values** and showcasing the project, the students' works, the analyzed themes and the Partners.



### SPECIAL PRIZE

The **Partners** that will adhere to the project can meet the students and propose to execute a piece ad hoc, giving them a special prize based on a chosen topic.



## #COSMOIAM TALKS

Moments of confrontation on topics aligned with the project where students, talents and spokespersons of the Partner - that best represent the **key themes** and the artworks - will intervene.

Over  
**15 SPECIAL GUESTS**  
at the first edition



TOMMASO ZORZI and  
NADIA LOFFREDI



MR. RAIN



NOEMI

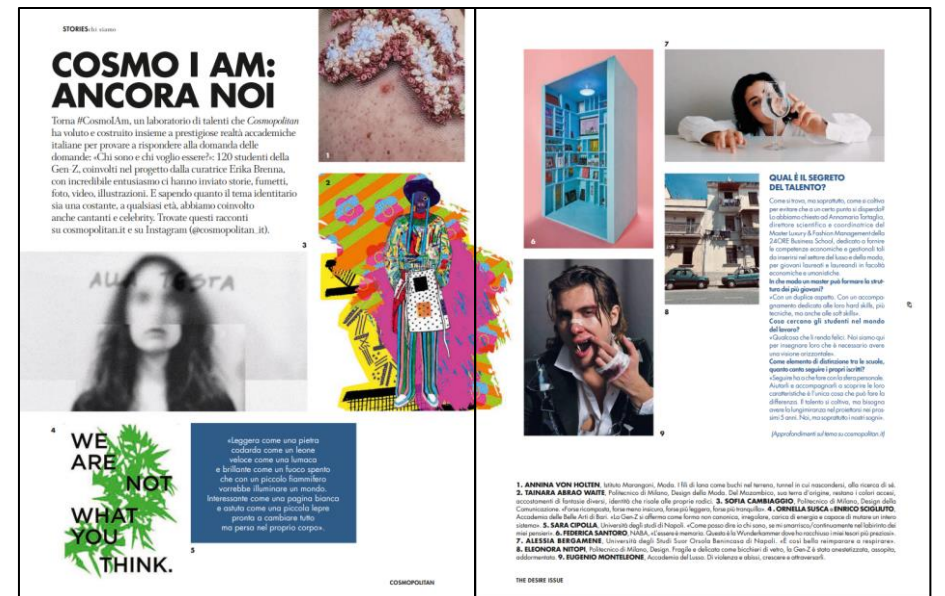
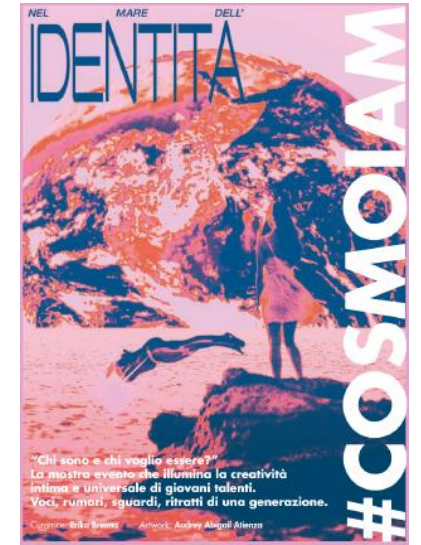
## Amplification

# COMMUNICATION PLAN

The event will be amplified thanks to an ad hoc **communication plan** that foresees the promotion of dedicated content, social media video-reportage of the evening and a targeted digital storytelling strategy to allow the maximum sharing and closeness with the Cosmopolitan community.

The self-promotional communication foresees:

- **DIGITAL AMPLIFICATION**
- **PRINT AMPLIFICATION**
- **EDITORIAL VISIBILITY**





## — Amplification

# DIGITAL AMPLIFICATION

A promotional digital campaign executed through:

### - EMAIL MARKETING

5 DEMs and 10 newsletters

→ 220.000 subscribed users

### - DISPLAY CAMPAIGN

1 DNT display campaign in rotation on the Hearst network

→ 200.000 expected impressions, not guaranteed

>> logo visibility



Il viaggio dentro l'identità di cosmopolitan e 13



— Amplification

# PRINT AMPLIFICATION

Publication of self-promotional **ADV pages** on the Hearst magazines that promote the event:

- **3 ADV PAGES**

→ 1 million users reached

>> **logo visibility**

**GEN Z  
allo specchio**

Dal 2 al 5 marzo, alla Fabbrica del Vapore di Milano, sono in mostra i lavori di 120 ragazzi e ragazze che hanno aderito al progetto *Cosmo I am* sul tema dell'identità, ideato da *Cosmopolitan* con il patrocinio del Comune di Milano. Gli autori hanno risposto con ogni mezzo espressivo a due domande chiave: chi sono? Chi voglio essere?

giovani/3



**COSMOPOLITAN**

NEL MARE DELL'  
**IDENTITÀ**


**#COSMOIAM**


"Chi sono e chi voglio essere?"  
La mostra evento che illumina la creatività intima e universale di giovani talenti.  
Voci, rumori, sguardi, ritratti di una generazione.


— Curatore: Enka Brenna — Artwork: Audrey Abigail Almeida


**TALENT EXHIBITION**  
Ti aspettiamo dal 3 al 5 marzo, dalle ore 9 alle 19, alla Fabbrica del Vapore, Milano. Ogni giorno un appuntamento immersivo e momenti di confronto con ospiti d'eccezione, artisti e talenti.

Scopri di più

City & patrocinio:  Comune di Milano

Automotive Partner:  OS AUTOMOBILE

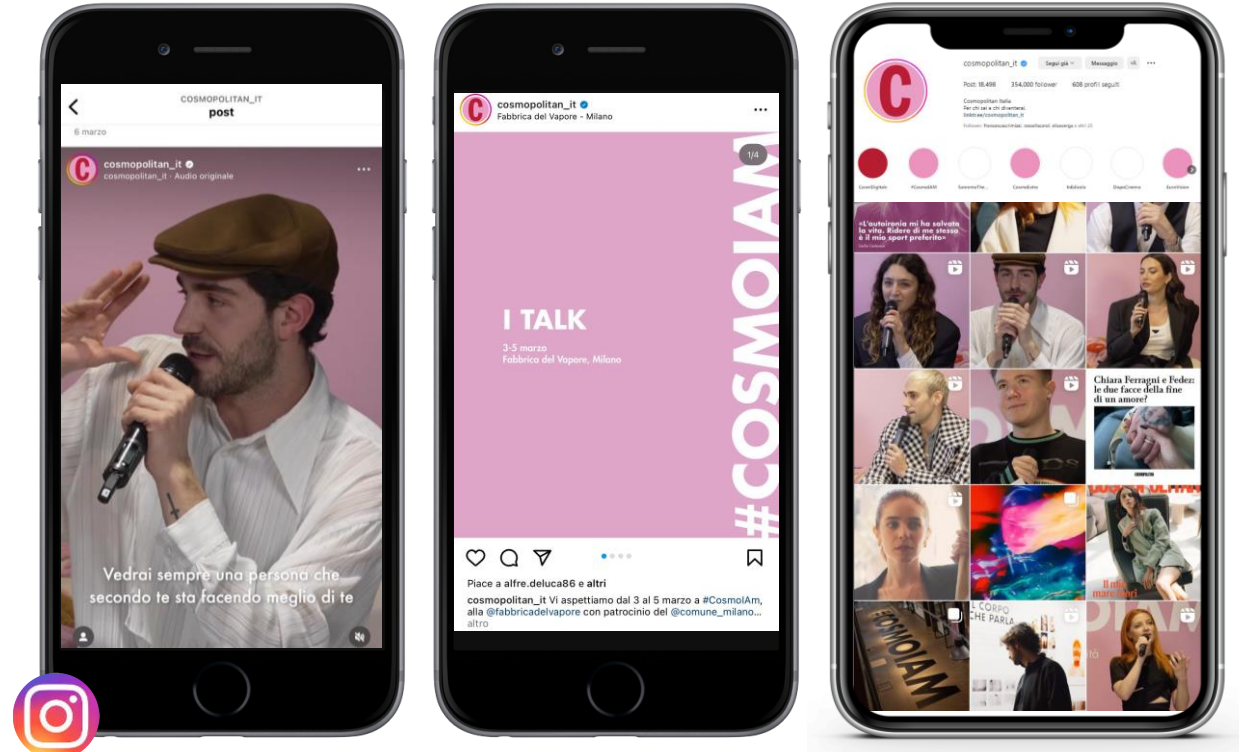
Fashion Partner:  UNI QLO

Sponsor:  Mecion

# EDITORIAL VISIBILITY

In the period preceding and during the event, a special **collection on comsopolitan.it** will be entirely dedicated to #CosmoIAM, visible in the Homepage and always updated with in-depth content dedicated to each activity.

A continuous **social media amplification** on the official profiles of the Brand, told through IG reels, posts and stories. Post-event, the IG stories will be uploaded and remain on the highlights.







# COSMOPOLITAN

#COSMOIAM