



LAVAZZA GROUP'S COMMITMENT TO PROMOTING ART AND CULTURE

Lavazza, founded in **Turin** in **1895**, has been owned by the Lavazza family for four generations. At its very outset, the company created the concept of blending, the art of combining coffee of different types and geographical origins that continues to be a distinctive feature of most of its products today.

Lavazza continues its work to **develop** and **promote art**, philosophy and culture in a global vision empowered by its links with local areas and commitment to **social** and **environmental sustainability**.

Lavazza Group's commitment to environmental issues and the relationship between art and nature is expressed in various artistic initiatives. Most notably its **iconic Calendar**, which in the last 10 editions has embraced the issues of environmental and social sustainability, but also through artistic projects produced directly by the brand and support for exhibitions organised by important cultural institutions, such as **Triennale Milano**, which it will continue to support as an institutional partner and with which it **shares the same multidisciplinary approach to research into the visual arts and sustainability**.

Lavazza Group believes in the idea of "positive and sustainable" art in two senses: **responsible art**, not for its own sake but capable of raising awareness in the people it addresses, inspiring them and persuading them to adopt sustainable behaviours, and **art as a forum on issues of social, environmental and economic sustainability** in which intellectuals in different fields – artists, scientists, architects – can pool their expertise with the common objective of focusing on the search for universal human values and behaviours that protect nature.

Urban art has a special place among the visual languages chosen by Lavazza to support its commitment to sustainable art. One example is the **"Toward2030"** initiative launched in 2018, which spreads the culture of sustainability through works of mural art inspired by the UN's SDGs and is centred on Turin. The collaboration with **Saype on "Beyond Walls" from 2019 until today** is therefore a new step along the unconventional road that Lavazza's activism is taking: **art as an instrument for narrating sustainability and as an open language**.

Collaboration with cultural organisations in Italy and worldwide

Lavazza's pioneering engagement in the visual arts has led to the company becoming a partner of major cultural bodies, such as the Guggenheim Museum in New York and the **Peggy Guggenheim Collection** in Venice.

In addition to **Triennale Milano**, **Lavazza Group supports Camera (Italian Centre for Photography) in Turin**, as well as some of the most important international events on art and ideas. Particularly noteworthy in recent years are: its participation in the **23rd International Exhibition of Triennale Milano as Main Partner** and

support for 'Under a Coffee Tree', a work by 2022 Pritzker Prize winner Francis Kéré; support for the exhibition 'Nation of Plants', showcased in 2019 at the 22nd International Exhibition of Triennale

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Milano entitled *Broken Nature: Design Takes on Human Survival*, an immersive exhibition drawing on the theories of Stefano Mancuso, a leading authority in the field of plant neurobiology; and **“Countryside, the Future”**, in **New York’s Solomon R. Guggenheim Museum in 2020**, a unique and immersive installation designed by architect and urbanist Rem Koolhaas and Samir Bantal to focus on urgent environmental, political and socio-economic issues.

Lastly, 2021 saw the partnership with the **MUSE Science Museum in Trento** launched by the opening of the refurbished **Sustainability Gallery** and the **Goal Zero Area**, which are intended to amplify and spread knowledge and practices that strive to achieve the goals of the 2030 Agenda of the United Nations.