



## **Lavazza on court as Platinum Partner in the Nitto ATP Finals 2021.**

**From 14 to 21 November 2021, Italian espresso is playing at home.**

***Great tennis comes to Turin in a new sporting adventure that Lavazza is bringing to life for fans through a varied programme of special events and opportunities to learn about the culture of real Italian espresso coffee.***

Turin, 10 November 2021 - Great tennis comes to Turin with the Nitto ATP Finals, an international tournament not held in Italy since as far back as 1970, which the city will be hosting and celebrating this year with support from **Lavazza in its capacity as Platinum Partner**. In deciding to partner with national and local organisations and institutions on the creation of an important new opportunity for Turin's international visibility and development, Lavazza is renewing its commitment to the city where it was born and grew up, and from where it has always been able to look to the future with confidence.

*“The Nitto ATP Finals offer a great opportunity not only to showcase excellence in tennis, but also to relaunch a city and a major region, the backdrop to our day-to-day lives and our industrial development,” commented **Marco Lavazza, Vice President of Lavazza Group and member of the Nitto ATP Finals Honours Committee.** “Turin is the city where it all started for Lavazza, while tennis is both a passion and a strategic choice, one that has been a constant feature of our journey towards internationalisation. This is where both our roots and our vision of the future are firmly planted, as shown by our headquarters - Nuvola Lavazza - which will be our hub for meetings and events throughout the tournament. From 14 to 21 November, Italian espresso will be playing at home.”*

This year sees the celebration of the first ten years of Lavazza's partnership with tennis, which began in 2011 at Wimbledon and is now a feature of all the Grand Slam tournaments. A long journey undertaken with passion and energy that has achieved some extraordinary results, including the serving of over a million and a half espressos at each **tournament**. Over the years, the **shared values of pursuing excellence, innovation combined with tradition and ritual, internationalism, fun and passion** have strengthened the affinities between Lavazza and this sport.

To heighten the experience of the Nitto ATP Finals in Turin and Italian espresso culture, the Company has created the Lavazza Experience (<https://lavazza-experience.it/>), a calendar of events and appointments that fully immerses visitors in the capital of espresso coffee, where the founder Luigi Lavazza put down his first roots in 1895 by opening a grocery store in the very heart of the city (via San Tommaso).

For the occasion, the Company has worked on three different locations harmoniously linked by the aromatic thread of true Italian espresso:

- **Nuvola Lavazza, the Group's headquarters**, where guests with a ticket for the Nitto ATP Finals can also visit the Lavazza Museum and the exclusive **Espresso Lounge and Espresso Living Room in the “Centrale”**, choosing one or more of the experiences on offer, including a highly original temporary exhibition of tennis racquets entitled **“The real challenge is putting yourself on the line”**.
- **Pala Alpitour**, whose outdoor spaces will enable visitors and spectators to discover, step by step, the **Barista Technology of Lavazza’s A Modo Mio coffee machines** and the rules for enjoying the real Italian espresso coffee.



- **Nitto ATP Finals Fan Village** (in piazza San Carlo) will host a large experiential installation reproducing the Lavazza A Modo Mio system with a giant-sized Qualità Oro capsule and a Deséa machine, inside which visitors will be able to experience an immersive journey into the world of espresso, following the entire journey from seed to cup.

As Platinum Partner, the Lavazza brand will also be present on court alongside the players and their fans.

This journey through coffee experiences, meetings and exhibitions will also involve some young Italian tennis champions and promising talents, three of whom Lavazza has picked to communicate with fans of the sport and anyone else wishing to discover it. The team of young ambassadors for this initiative includes **new phenomenon Jannik Sinner, Lorenzo Musetti and Turin native Lorenzo Sonego.**

A choice perfectly in line with the brand's rejuvenation strategy and employing the method that Lavazza has used ever since its "debut" on tennis courts to spread the true culture of the Italian espresso worldwide, i.e. working with sports personalities known and loved by the fans, the prime example being Andre Agassi.

#### **Culture and tennis, Lavazza's two strategic pillars, artfully blended.**

Another must-see Lavazza Experience during the Nitto ATP Finals week is a photography exhibition: "**Martin Parr. We ♥ Sports**". In collaboration with Lavazza Group, a partner of CAMERA, and with Magnum Photos, the exhibition explores the work of one of the legends of contemporary photography. Curated by **Walter Guadagnini** with **Monica Poggi**, this solo exhibition traces the career of the great English photographer in around **150 images of various sporting events, with a special focus on his coverage of major tennis tournaments in recent years.**

Eight days of great tennis then, but also much more, thanks to **a calendar of events and tournament-related activities for all the fans** coming to Turin to enjoy the spectacle of eight champions battling it out on court. A new opportunity for Lavazza to restate the strategic importance of tennis as a platform from which to **spread the true culture of Italian coffee in a unique and original way.**

#### **About Lavazza Group**

Lavazza, founded in Turin in 1895, has been owned by the Lavazza family for four generations. As one of the world's most important coffee roasters, the Group now operates in more than 140 countries through its subsidiaries and distributors, with 70% of revenues generated abroad and a total of over 4,000 employees. Companies that form part of the Lavazza Group include France's Carte Noire and ESP (acquired in 2016 and 2017 respectively), Denmark's Merrild (2015), North America's Kicking Horse Coffee (2017), Italy's Nims (2017), and the business of Australia's Blue Pod Coffee Co. (2018). At the end of 2018, following an acquisition, the Lavazza Professional Business Unit was created, which includes the Office Coffee Service (OCS) and Vending systems Flavia and Klix.



## INFO SHEET 1

### **Lavazza Experience: Turin and great tennis at the Nitto ATP Finals in a “perfect blend”, like true Italian espresso.**

To heighten people’s enjoyment of the Nitto ATP Finals, the city of Turin and Italian espresso culture, the Turin-based company has designed the **Lavazza Experience**, which will run for the entire duration of the tournament, from 14 to 21 November 2021.

For more information visit the website <https://www.lavazza.it/it/landing/nitto-atp-finals.html>.

The Lavazza Experience is a rich calendar of events and appointments offering a **360° deep dive into the capital of espresso coffee**, where Luigi Lavazza put down his first roots in 1895 by opening a grocery store in the very heart of the city (via San Tommaso).

For the occasion, the Company has worked on **three different locations** harmoniously linked by the aromatic thread of true Italian espresso:

**Nuvola Lavazza** | The Group HQ but also a shared space open to all, will be one of the main hubs in this entire week of events, encounters, appointments and experiences in different locations.

In the Nuvola’s **Centrale**, it will be possible to discover the connections between heritage, espresso culture and tennis and explore the world of coffee, which will be at the centre of the experience in the form of tastings, opportunities to socialise, performances and meetings with food & wine producers, artists and great chefs.

Guests with a ticket for the Nitto ATP Finals can also visit the exclusive **Espresso Lounge and Espresso Living Room** in the Centrale and choose one or more of the experiences on offer.

It will also be possible to visit the **highly original temporary exhibition of tennis racquets entitled “The real challenge is putting yourself on the line”**, organised in the **Gran Foyer of the Caffetteria Lavazza** in partnership with **Museo della Racchetta, MUMAC and Fondazione Fila**. The exhibition traces the evolution, in terms of design, engineering and style, of tennis racquets and espresso machines in a journey through parallel worlds that show some surprising similarities.

For more information and bookings, visit the website <https://lavazza-experience.it/>.

**Pala Alpitour** | This is where the eight tennis champions will contend for the title of world number one in calendar year 2022. Before and after the matches, a Lavazza-branded Airstream outside the Pala Alpitour will serve as an info-point for fans and spectators, with information totems and staff to present the rules for enjoying a real Italian espresso coffee and the unique characteristics of the **Barista Technology in Lavazza’s A Modo Mio system**.

**Nitto ATP Finals Fan Village** | In piazza San Carlo, in the heart of the city, an over-size Deséa, one of **Lavazza’s A Modo Mio** machines, will take visitors on a fascinating journey through the world of coffee, offering them an opportunity to learn about the entire process - from bean to cup - in an immersive experience that will delight coffee lovers with aromas, sounds and images. A tasting of real Italian espresso accompanied by information on the rules of Barista Technology to build up a beginner’s baggage of knowledge about making perfect coffeehouse-quality espresso at home as well.



## INFO SHEET 2

### **Photography, sport and coffee: a perfect encounter.**

*From 28 October 2021 to 13 February 2022 in via delle Rosine 18*

On the occasion of the Nitto ATP Finals, in collaboration with **Lavazza Group**, an institutional partner and longstanding supporter of **CAMERA**, and with **Magnum Photos**, the exhibition entitled “**Martin Parr. We ♥ Sports**” explores the work of one of the legends of contemporary photography.

Curated by **Walter Guadagnini** with **Monica Poggi**, it traces the career of the great English photographer in around **150 images of various sporting events, with a particular focus on his coverage of major tennis tournaments in recent years.**

*“Collaboration between Martin Parr and Lavazza began in 2008 on a project about Italians and breakfast. I immediately admired his vision of the world and his desire to capture life ‘as it is’,” commented Francesca Lavazza. “His ironic and very personal approach, his sincere and straightforward style, and his uncompromising yet positive realism fit nicely with the idea of collaboration that Lavazza Group wishes to develop with the world of tennis. Like all great artists, Martin uses the camera to capture the daily life of people in the streets around big events and important personalities. These intimate and out-of-the-ordinary stories are quite beautiful in their uniqueness, lightness of touch and sincerity.”*

**The exhibition focuses on the attitudes of people watching and taking part in a huge variety of different sports all over the world**, from horse racing on Irish beaches to tai chi in the streets of Shanghai. The sport that gets the most attention though is **tennis, with the show featuring Parr’s work on the Grand Slams since 2014** (Australian Open in Melbourne, French Open in Paris (Roland Garros), Wimbledon in London and US Open in New York). The **40 photographs** making up this section, together with an exhibition design that transports visitors into the electric atmosphere of the courts and stands, provide a comprehensive view of the aspects that interest Parr. Inspired by Parr’s own rather ironic poetics, the exhibition winds up with a section devoted exclusively to life on the beach, where various hobbies vie with the pull of a well-deserved rest.

### EXHIBITION INFO

#### **CAMERA - Centro Italiano per la Fotografia**

Via delle Rosine 18, 10123 - Torino [www.camera.to](http://www.camera.to) | [camera@camera.to](mailto:camera@camera.to)

**Opening hours** (last entry 30 minutes before closing)