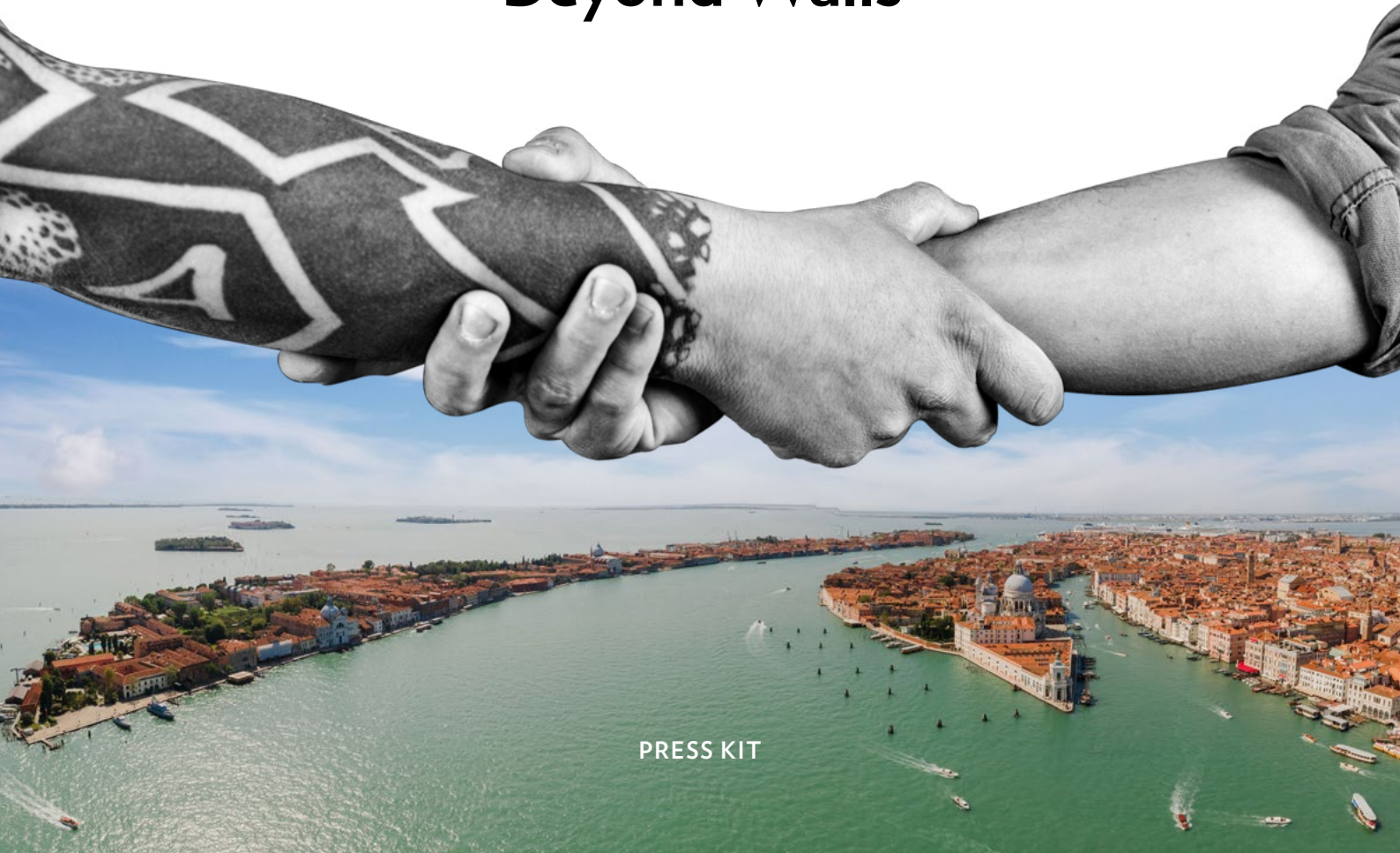




# #EmbracingVenice

Saype & Lavazza Group with  
“Beyond Walls”



PRESS KIT

# #EmbracingVenice

## Saype & Lavazza Group with “Beyond Walls”

Partner of the Venice Pavilion Public Programme  
at the 59<sup>th</sup> Art Biennale

Another event in the programme of positive art and  
sustainability culture in Venice to mark Earth Day

**Torre di Porta Nuova (Arsenale Nord)**  
**April 22, 2022**

Venice, April 2022 - **On April 22, to mark Earth Day and the opening of the 59<sup>th</sup> Venice Art Biennale, Lavazza Group with #EmbracingVenice** presents the new stage in world-touring Land Art project **Beyond Walls by Saype**. The public will be able to admire on April 22 Saype's gigantic artwork from the Torre di Porta Nuova in the Arsenale Nord area, the venue for the French-Swiss artist's second solo exhibition after Turin, with photographs, videos and installation details about the Beyond Walls project and some of its 12 stages around the world since 2019, symbolically creating the largest human chain ever and highlighting the importance of staying together to overcome all the challenges of our time.

On Earth Day, Lavazza Group wants to draw attention to a particularly topical issue: **the fragility of life on earth and human responsibility towards our fellow human beings, other forms of life and the planet we have the privilege to live on**. It will do this through a visually striking but ephemeral artwork, designed to disappear in a matter of days and set in Venice, the city that is the ultimate symbol of art and human creativity but also of the complex relationship between Man and Nature,

Two hands reach out and clasp each other in an expression of confidence and mutual help: this is the central image of a monumental work painted on grass using biodegradable pigments, invented by the artist himself, and installed on a classic Venetian “pontoon”, that daily crosses the canals, to allow the city to host Beyond Walls, “the largest human chain in history”, a project taken to various symbolic locations in countries around the world ([www.saype-artiste.com](http://www.saype-artiste.com)).

*“We have given this project our full backing to continue along the path we set out on many years ago, with the aim of giving voice to the issues raised by sustainability through art and photography.” – Lavazza Group Board Member **Francesca Lavazza** said. “The art of Saype perfectly embodies our values and is the ideal testimonial for the increasingly close relationship between the visual arts and sustainability. In the spirit of our*

*Goal Zero, we have chosen Earth Day to reawaken our collective consciousness about the delicate balance between man and the natural environment, and about the need to take action to encourage change. With the Venice Art Biennial just around the corner, we want to offer the world a visual synthesis that integrates Saype's work into this most iconic of cities, with which we have longstanding ties through partnerships and cultural projects”.*

Goal Zero, created by Lavazza, joins the 17 Sustainable Development Goals and aspires to spread the message of the 2030 Agenda to as broad an audience as possible, as well as guiding Group projects for some years now to raise awareness about sustainability issues.

Lavazza Group is a longstanding supporter of Saype, with whom it shares the values of inclusion, solidarity and the desire to protect an environment increasingly at risk. An artistic combination centred on a faith in responsible art that aims to encourage reflection on the role we all have to play in preserving the world we live in. This is accompanied by a real-world commitment that on the one hand the artist applies to his work, and on the other the Group realises by acting as a responsible business on an

everyday basis and through its Foundation, guided by the corporate purpose of **“Awakening a better world every morning”**.

*“After traveling for 3 years around the world with Beyond Walls project, I am happy that this emblematic city will be part of it. City of history and confluence of art, Venice reflects our challenges of climate change. In this sense, working hand in hand with respect for nature is the only way to overcome together the failures of the past and create a bright future”. – said Saype – “Being able to bring the hands of Beyond Walls through the canals for the Venice Biennale is an opportunity for me to send a beautiful message of optimism to the whole world. Earth Day is the perfect time to remind us that ecology must be at the heart of our concerns, and I am proud to be able to send this message with Lavazza which is a historical partner in my adventure as an artist and with whom, we are trying to move forward in a more sustainable world.”*

The partnership between Lavazza Group, Saype and the Venice Pavilion takes concrete form with the Venice Pavilion Fuori Padiglione events, a series of five encounters based on deeply shared goals. This with the aim of making people **think responsibly** about the future and about pressing social and environmental issues, with a view to limiting the devastating impact of climate change that threatens unique locations like Venice and highly vulnerable crops like coffee.

The event with Saype is part of the Venice Pavilion FPV programme curated by Giovanna Zabotti, which this year will be entitled **“Alloro”** [Bay Laurel], testifying to the dialogue that is possible between Art and Nature and of which Saype’s work is a concrete example.

*“Man and nature: this symbiotic relationship has gone hand in hand in recent decades with growing respect for the dynamics of environmental sustainability, animal care, and the protection of all living beings. It is a form of heightened ecological consciousness that has evolved and started to express itself creatively through art. In fact, it represents a new frontier for creativity, where the lines are blurred between art, science and communication. This is where the connection between “Alloro” and the works of Saype lies: nature becomes central to the artwork, a nature that transforms and mutates, changing colour and form and taking on a new life, as do we humans who live in it.” – said Giovanna Zabotti, curator of the Venice Pavilion.*

**“In parallel, nature, experimentation, art and the future will be the themes running through all the Fuori Padiglione events, in which young people and the hope they represent will play a fundamental role. The partnership with Lavazza Group is a fortunate example of the increasingly close relationship between nature and art, and I am particularly happy with the collaboration we have established.”**







**Saype:** Say Peace. This is the name chosen by Guillaume Legros, a self-taught artist born in 1989, who was a graffiti-writer in his teens and now enjoys global fame for his monumental paintings on grass that tackle the themes of humanity, global citizenship and environmental sustainability. To paint them, he uses a technique he invented himself, using biodegradable pigments.

Undoubtedly one of the best-known artists on the global contemporary art scene, he was included in the 2019 Forbes magazine ranking of the 30 most influential under-30s in the world of art and culture.

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## About me

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*“Our lives and our actions are destined to become traces of our passage in this world. It is ours to know what to do with.”*

I like the idea of having an impact on people and on society, but without having an impact on nature. That is why I invented a biodegradable process for painting on grass, a technique enabling me to paint enormous eco-sustainable frescoes on the ground. I am firmly convinced that art can be of service to the world and society.

This is the message I want to transmit to the world, a message of kindness and optimism, by creating the largest human chain ever made. The “Beyond Walls” project started out in 2019 at the foot of the Eiffel Tower and aims to travel the world and visit around 30 cities across all five continents.

The hands I paint interlock and unite in a common effort to go beyond the walls that separate human beings and enclose them in mental or geographical spaces. In this work, the symbolical crossing of walls does not eliminate the singularity of each of the hands: they all tell a life story and are subtly marked with multiple backgrounds, whether social, geographical or ethnic. The universality now being unleashed “beyond the walls” is that of a humanity embracing plurality: “Beyond Walls” will cross borders to spread this universal message, flowing from city to city along this immense human chain because it’s *“only united that humanity will be able to rise to the various challenges it will have to overcome”*.

# #EmbracingVenice

## Saype & Lavazza Group with “Beyond Walls”

Venice, Torre di Porta Nuova (Arsenale Nord)

Date: April 22, 2022

Free admission

Open from 11am to 7pm  
(last entry 30 minutes before closing)

During the 59<sup>th</sup> Venice Art Biennale, the Torre di Porta Nuova in the Arsenale Nord area is hosting the second personal exhibition in Italy (after Turin) by the French-Swiss artist Saype. It focuses on his “Beyond Walls” project launched in June 2019, with the aim of symbolically forming the world’s largest human chain to highlight the importance of staying together to overcome the different challenges facing us.

In one of the rooms in the Torre di Porta Nuova, an exhibition of photographs, videos and installation details reconstructs the poetics, career and techniques of the famous Foot Murales reproduced by Saype all over the world, explaining the innovative approach to materials and the pictorial creation of huge figures that hybridize the languages of Street Art and Land Art.

The gigantic frescoes on grass depict hands that interlock and unite in a common effort to overcome the walls that separate human beings and enclose them in mental or geographical spaces.

Walls erected in the mind become fictitious partitions that are brushed aside by the artist, thus creating an imaginary breach in

the real, bricks and mortar walls built by humanity within and against itself.

The long chains do not forget the value of singularity embodied in each hand. The details in each one – clothing, accessories, skin color – express a person’s individuality, a story to tell, and evoke a precise social, geographical, or ethnic background.

The exhibition is held in one of the city’s historic locations, the Torre di Porta Nuova in the Arsenale Nord area. Since its opening to the public in 2011 following major renovation work, the Tower has become a center of art and culture for the community.

In this unique setting, the exhibition is a photographic and descriptive reconstruction of some of the project’s past stages, including some iconic steps as Paris, Ouagadougou, Turin, etc... It also offers an exclusive view from the Tower (at a height of 35 metres) of the 13<sup>th</sup> stage of the Beyond Walls project. The gigantic floating artwork, made of biodegradable materials and measuring about 300 square metres, in this Venetian context of Biennale, sends out an important message of hope for the future in these particularly ominous times.

“It is on the canals of Venice that I have the pleasure to be able to connect the gigantic hands of my Beyond Walls project. Initiated in Paris in June 2019, this global project has since crossed 12 cities, from Geneva to Dubai, from Ouagadougou to Cape Town... If the Venetian stage is so close to my heart, it is first of all because the Serenissima represents an architectural masterpiece of world cultural heritage, but also because its preservation is a challenge for humanity, faced with global warming and rising sea levels. After bringing together the East and the West over the Bosphorus and crossing Africa, the immense fraternal chain will travel the canals of the city of the Doges on the occasion of the Venice Biennale Art. There could be no better time to reveal this new milestone than on “Earth Day”. While the

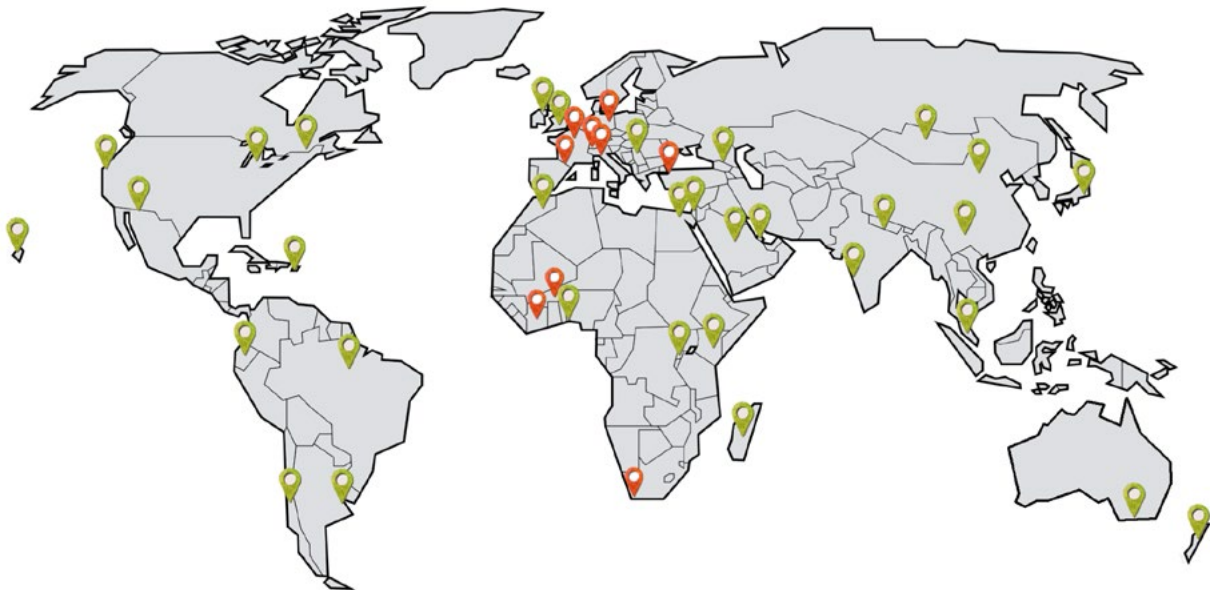
waves of history, like those of the sea, threaten to submerge our civilizations, this work aims to deliver to the world a message of hope that will become obvious: it is hand in hand that humanity will be able to stay dignified, respond to the climate emergency and consider a bright future.”

Beyond Walls has thus become another link in the “largest human chain in history”, covering five continents and linking over 30 cities. The decision to show the work in the Torre di Porta Nuova reflects the artist’s desire to break down physical and mental walls and invite us to make a collective effort to feel we are a living part of a single ecosystem and responsible for a fragile equilibrium that requires our care and our individual commitment.

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5 YEARS, 5 CONTINENTS, MORE THAN 30 CITIES

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# #EmbracingVenice Beyond Walls



**Beyond Walls, Step 1: Paris 2019**  
Biodegradable paint on grass - 15.000m<sup>2</sup> Paris (FR)



**Beyond Walls, Step 2: Andorre 2019**  
Biodegradable paint on grass - 3.500m<sup>2</sup> Engolasters (AND)



**Beyond Walls, Step 3: Geneva 2019**  
Biodegradable paint on grass - 5.000m<sup>2</sup> Geneva (CH) 2019



**Beyond Walls, Step 4: Berlin 2019**  
Biodegradable paint on grass - 4.000m<sup>2</sup> Berlin (DE)



**Beyond Walls, Step 5: Ouagadougou 2020**  
Biodegradable paint on laterite - 5.000m<sup>2</sup> Ouagadougou (BF)



**Beyond Walls, Step 6: Yamoussoukro 2020**  
Biodegradable paint on grass - 18.000m<sup>2</sup> Yamoussoukro (CIV)



**Beyond Walls, Step 7: Turin 2020**  
Biodegradable paint on grass - 6.400m<sup>2</sup> Turin (IT)



**Beyond Walls, Step 9: Cape Town 2021**  
Biodegradable paint on grass - 800m<sup>2</sup> Philippi, Cape Town (SA)



**Beyond Walls, Step 10: Ouidah 2021**  
Biodegradable paint on sand - 1.000m<sup>2</sup> Ouidah, Benin (BEN)

# LAVAZZA GROUP PARTNERING WITH THE CITY OF VENICE

Lavazza's solid relationship with Venice is one of friendship and important cultural partnerships with the **Peggy Guggenheim Collection** and **Vela** (the municipal corporation that manages the main events in the city). **Lavazza is also the official coffee at major events in Venice**, such as the *Carnevale*, the *Festa del Redentore*, the Boat Show and the Historic Regatta.

Lavazza has supported major art projects in Venice:

- In 2015, **"From These Hands: A Journey Along The Coffee Trail"**, a spellbinding exhibition by Steve McCurry that unearths the history of a raw material of great human, economic and geographical value: coffee. A project supported by Lavazza, hosted in the **magical setting of the Arsenale Nord** and with a **visually stunning design by architect Fabio Novembre**.
- In 2019, **"Peggy Guggenheim. The last Dogaresa"**, an exhibition curated by **Karole P. B. Vail**, Director of the Peggy Guggenheim Collection. A tribute, 40 years on from her death to a collector who had a unique relationship with Venice, where

she spent the last 30 years of her life, after Paris, London and New York. **A revealing study of an extraordinary personality, a towering figure in the world of collecting and an eloquent promoter of 20<sup>th</sup> century art.**

- Venice is also the city Lavazza chose for the launch of its **2020 Calendar, "Earth CelebrAction"** by **David LaChapelle**, a project **paying tribute to nature** and the desire to celebrate the **power of beauty combined with the idea of action**, the message being that we can all act individually to defend the environment, taking care of Mother Earth and recreating a new relationship between Man and Nature.

The city of Venice, a symbol of beauty in the eyes of the whole world, has a dual soul, on the one hand acting as a staunch guardian of the treasures of the past, and on the other playing a key role on the international contemporary art scene. **Art is Venice and Venice is art, as if the two had merged into a single identity.**



## LAVAZZA GROUP: A DAILY COMMITMENT TO SUSTAINABILITY

Lavazza, founded in Turin in 1895, is an independent Italian coffee Group owned by the Lavazza family for four generations. From the outset, the Company has had a special focus on the values of sustainability, developing a strategic roadmap over the years towards sustainable development.

In 2004, with the creation of the Giuseppe and Pericle Lavazza Foundation, the Group effectively defined its real-world commitment to supporting the communities in which it operates. The Lavazza Foundation programmes are real and measurable examples of a global commitment that today numbers 31 active projects, benefiting over 130,000 coffee growers in 19 countries across three continents.

Over the last 20 years, we have given a strong boost to our commitment to sustainability issues. 2015 was a key year, with the voluntary publication of the first sustainability report and the launch of a programme to integrate sustainability into the Company's business operations, consistently with the soon to be endorsed 2030 Agenda

of the United Nations and its 17 Sustainable Development Goals (SDGs). Lavazza has also joined the United Nations Global Compact, further con-

solidating its signature approach of working as a system with other public and private organisations to achieve sustainability goals.

Between 2015 and 2018, Lavazza completed its transformation into an international Group, with the deeper integration of different cultures and new brands. To support this process, the Company has drawn up a programme document, the Sustainability Manifesto, and defined four founding values, leading to the definition of the Group's purpose as "Awakening a better world every morning", in which sustainability issues are an integral part of a value-based approach to business.

With a view to more transparent communication of the Group's real-world commitments, 2021 saw the creation of Blend for Better, the platform that sets out the sustainability commitment of Lavazza Group and its brands and defines the Group's current Corporate Social Responsibility positioning.





Lavazza's commitment to environmental issues and the relationship between art and nature is expressed in various different artistic initiatives. Its iconic Calendar, to start with, but also the production of art on its own account and support for exhibitions staged by major cultural players.

Lavazza 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.

It is a conception of art that recognises the importance of knowledge and **mindfulness to enact change**: that is why

## RESPONSIBLE ART, IN THE EYES OF LAVAZZA GROUP

Lavazza promotes encounters between art and sustainability, in a sort of multidisciplinary workshop in which the exchanging of ideas is

enriched by diversity of knowledge.

**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 has visited cities like Turin in Italy and Bristol in the UK, the first European city to subscribe to the 2030 Agenda of the United Nations.

The collaboration with Saype on “Beyond Walls” is therefore a new step along the unconventional road that Lavazza's activism is taking, that of art as an instrument for narrating sustainability, as an open language not necessarily tied to a particular place but an integral part of the urban fabric and shared with the community.



## 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 **Peggy Guggenheim Collection** in Venice.

Lavazza also supports the **Triennale Milano and Camera (Italian Centre for Photography) in Turin**, as well as some of the most important international events on art and ideas. In recent years, it has supported "**Nation of Plants**", held in the **Broken Nature section** of the 22nd Triennale di Milano in 2019, 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**. This marked the start of a synergistic journey embarked on by two organisations united by their profound belief in the values of sustainability, which have found common ground in **Goal Zero** and their desire to amplify and spread knowledge and practices that strive to achieve the goals of the 2030 Agenda of the United Nations.

## Photography and the Lavazza calendars, between humanity and nature

The long history of Lavazza calendars, going back to 1993, shows how a passion for this visual language can embrace themes of sustainability.

A good example is the 2015-2017 calendar trilogy dedicated to "Earth Defenders", in which the photography of Steve McCurry, Joey Lawrence and Denis Rouvre described the world of coffee growers to a global audience, or the 2018 calendar - "2030 What Are You Doing?" - by the photographer Platon, a valuable ally

on the road to Goal Zero (to spread the message of the 2030 Agenda). Celebration of nature and raising awareness of the need to collectively demand protection of the environment were the focus of the 2019 and 2020 Lavazza calendars, by photographers Ami Vitale and David LaChapelle respectively. They were followed in 2021 by the "The New Humanity" calendar, and in 2022 by "I Can Change the World", both impassioned calls to action for positive change.





## 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.



### Lavazza Group #EmbracingVenice with “Beyond Walls” by Saype

**Torre di Porta Nuova (Arsenale Nord)**  
Salizada Streta 98, Venice

Date: **April 22, 2022**

Open from 11am to 7pm  
(last entry 30 minutes before closing)

**Free admission**

How to get there:

- Free shuttle every 20 minutes from Giardino delle Vergini
- Public transport:  
ACTV lines 4.1, 4.2, 5.1 and 5.2;  
Alilaguna, Bacini - Arsenale Nord stop
- On foot via the Celestia footway

[www.lavazzagroup.com](http://www.lavazzagroup.com)

 @lavazzagroup

 Lavazza Group