



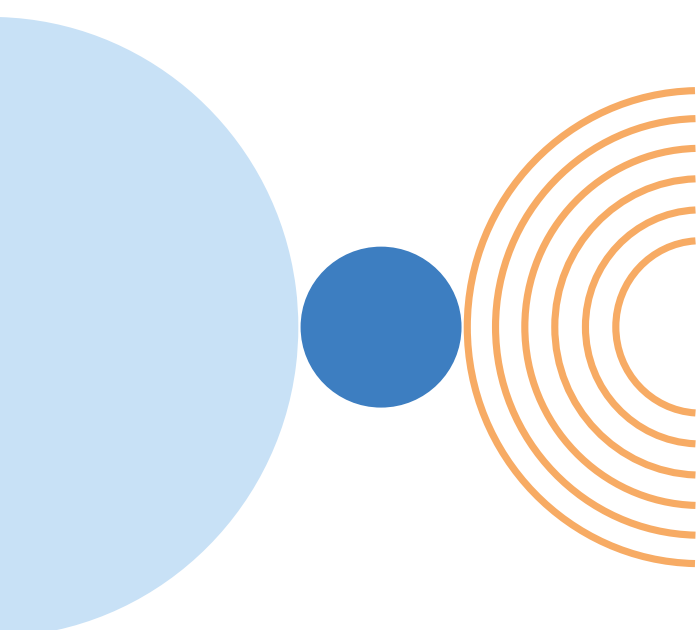
MORE THAN US

The 2024 Lavazza Calendar

LAVAZZA

PRESS KIT





CONTENTS

- ***More than Us: the Lavazza Calendar 2024* celebrates the value of collaboration through a journey featuring African photography**
- ***More than Us: 20 years of the non-profit Giuseppe e Pericle Lavazza Foundation***
 - **Lavazza Calendar 2024: images and contents**
 - **Photographers' bios**
 - **Ambassadors' bios**
 - **Credits**

**MORE
THAN US**

The 2024 Lavazza Calendar

LAVAZZA



MORE THAN US

THE LAVAZZA CALENDAR 2024 CELEBRATES THE VALUE OF **COLLABORATION** THROUGH A JOURNEY FEATURING AFRICAN PHOTOGRAPHY

Three young photographers and three ambassadors, including Nobel Prize winner Denis Mukwege, describe an unseen Africa: a land full of energy, experimentation and drive inspired by its extraordinary culture and the diverse communities who live here.

More than Us announces the XX anniversary of the Lavazza Foundation in 2024.

Milan, October 19, 2023 – Three artists in a dialogue around the value of collaboration between people, organisations and ideas. The Lavazza Calendar 2024 is a choral project by African photographers **Thandiwe Muriu** (Kenya), **Daniel Obasi** (Nigeria) and **Aart Verrips** (South Africa) under the creative direction of Armando Testa Agency. A Calendar that describes and promotes the concept of partnership in every sense, starting from the ability to be open-minded towards others – a reference to the Lavazza Calendar 2023 *Yes, We're Open* – and going further to explore the beauty of collaboration, cross-contamination and joining forces based on mutual respect to create something much bigger: **More than Us**.

The physical and imaginary space occupied by the art project is **Africa**, the home of the original coffee bean – **in the Kafa Region (in Ethiopia)** – and several of the sustainable development projects organised by the **non-profit Giuseppe e Pericle Lavazza Foundation** – established in 2004 and now active with 33 projects on three continents – but also a land of harmony, one that's full of energy, experimentation and drive inspired by its extraordinary cultural vitality and the diverse communities who live there.

"Over the years, we have learnt to work together and share objectives, efforts and achievements. Aware that alone we go fast, but together we go further. Through the energy of Africa, the cradle of coffee, we want to reaffirm the Lavazza Foundation's true values and celebrate this intertwining of hands, talents, stories and experiences. Multiple voices singing in unison. Because in the family, as well as in the company, we know that everyone counts, but more importantly, we have learnt to always count on one another." Explains **Francesca Lavazza, Lavazza Group Board Member**, in the introduction to the Calendar.

In *More than Us*, photography is free to express itself in new ways, unchained from stereotypes and conventional visual wisdom, giving a voice to original interpretations that spring from the diversity

of the artists' stories and reminding us that Africa is not a singularity, but an expression of cultural richness and variety. It can be seen in Thandiwe Muriu's Camo series, where the protagonists stand out but blend into the backgrounds and vivid patterns of traditional fabrics, and it's also there in the mellow, surrealist world of Daniel Obasi, who urges us to reflect on the concepts of activism, politics and human relations, as well as in the crisp, pared-down aesthetic of Aart Verrips, who is always searching for unconventional faces and new ideas of beauty.

Each photographer captured four images, drawing inspiration from the Lavazza Foundation's sustainable development projects and the values of **More Responsibility, More Sustainability, More Innovation** and **More Inspiration** shared by Lavazza Group, its brands and the associations it works with to support the economic and social growth of coffee-producing communities and to protect the environment. In this way, the Calendar also celebrates the collective effort to achieve the Group's four priority Sustainable Development Goals in the framework of the UN 2030 Agenda – Goal 5: Gender Equality, Goal 8: Decent work and economic growth, Goal 12: Responsible consumption and production, Goal 13: Climate action – in the spirit of collaboration of Goal 17: Partnerships for the goals.

According to **Michele Mariani, Executive Creative Director at Armando Testa Group**, which has supervised creative direction for the Calendar right from the outset, *"The Lavazza Calendar 2024 celebrates the precious value of the collaboration. And it does so by taking advantage of all the pulsating energy and creative vitality in the African continent. This energy flows through and is nourished by the inexhaustible resource of cultural diversity. Tackling complex challenges requires the sharing of ideas, talent and respect. And the best ideas are the ones that spring from exchange and contamination, because as we all know, none of us is as clever as all of us put together."*

The Calendar project's guiding messages also resonate through the involvement of three **ambassadors**, three personalities who are committed to and active in social projects, and who believe in the idea of collaboration expressed by *More than Us*: Somali model, author and actress **Waris Dirie**, a longstanding advocate against female genital mutilation; **Nobel Prize winner Denis Mukwege**, the world-renowned gynaecological surgeon and founder of the Panzi Hospital in Bakavu, Democratic Republic of Congo, with which Lavazza Foundation collaborates; South African activist **Zulaikha Patel**, who has focused media attention on the problem of racism in post-apartheid South Africa and was a laureate of the Young Activist Summit 2022.

The *More than Us* concept will continue to inspire Lavazza in 2024, as the leitmotiv of initiatives organised to pay tribute to the **20th anniversary of the Giuseppe e Pericle Lavazza Foundation**. The Calendar provides a preview of this anniversary by presenting a visual interpretation of the Foundation's projects as seen by the photographers.

The landing page, <https://www.lavazza.com/en/calendar-2024>, developed with the creative direction of Armando Testa Group's digital team and a series of podcasts produced by Chora Media on the main streaming platforms provide more information about the Lavazza Calendar 2024 project and its protagonists' stories and visions.

*"We are very pleased to work with Lavazza on this narration of the 2024 Calendar" - says **Mario Calabresi, Chora CEO and Editor in Chief** - "Through the power of the podcast, images become spoken content. A window on the world, with the voices and stories of the photographers behind the images."*



Lavazza Group

Lavazza, founded in Turin in 1895, has been owned by the Lavazza family for four generations. Today the Group is one of the leading players on the global coffee scene, with turnover of over € 2.7 billion and a portfolio of top brands that lead their respective markets, such as Lavazza, Carte Noire, Merrild and Kicking Horse. It is active in all business sectors and has operations in 140 markets, with 8 manufacturing plants in 5 countries. The Group's global presence is the result of over 125 years of growth and the more than 30 billion cups of Lavazza coffee produced every year are a testament to a remarkable success story, with the goal of continuing to offer the best coffee possible, in all forms, by focusing on every aspect of the supply chain, from the selection of the raw material to the product in the cup.

Lavazza Group has revolutionised coffee culture by investing continuously in research and development: from the intuition that marked the company's earliest success - the coffee blend - to the development of innovative packaging solutions; from the first espresso sipped in Space to the dozens of industrial patents. The ability to be ahead of the times is also reflected in the focus on sustainability - economic, social and environmental - which has always been a benchmark for guiding corporate strategies. "Awakening a better world every morning" is the corporate purpose of Lavazza Group, with the aim of creating sustainable value for shareholders, collaborators, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.



MORE THAN US

20 YEARS OF THE NON-PROFIT GIUSEPPE E PERICLE LAVAZZA FOUNDATION

"An idea needs to materialise to become a project. A dream needs people to come true. The Giuseppe and Pericle Lavazza Foundation has combined it all: ideas and dreams, projects and people. Founded in 2004, this year it will celebrate its 20th anniversary, which is why the 2024 Lavazza Calendar is dedicated to our Foundation."

Francesca Lavazza, Board Member

In **2004**, Lavazza set up the non-profit Giuseppe e Pericle Lavazza Foundation to coordinate and manage social, environmental and economic projects in coffee-producing communities worldwide. Today, the Foundation supports and finances **33 projects in 20 countries across three continents, benefiting almost 190,000 coffee growers.**

Through the Foundation, Lavazza Group aims to turn **coffee into a huge opportunity for producer countries**: a high-quality product for prosperous communities that respect and protect the environment in the framework of long-term, sustainable social and economic development.

The projects supported aim to improve coffee yield and quality, at the same time as promoting entrepreneurship among growers and improving their living standards. The route taken by the Foundation is to support the autonomy of local communities by valuing women's work and involving the new generations, accompanied by the sharing of good agricultural practices and the introduction of technological tools designed to counter the effects of climate change.

The Foundation's work also aims to diversify production as a way of combating soil impoverishment, and to support reforestation, which is a vital process in restoring the health of the ecosystem. **#moresustainability**

More than Us taps into the **collaborative approach** that has always been a signature feature of the Lavazza Foundation: participation in multistakeholder organisations with a focus on sustainability, projects launched as public-private partnerships, and cooperation with other players, often in a pre-competitive framework.

The **partners** are NGOs, international agencies, local entities, traders and coffee roasters that work in their home areas and in close contact with coffee-producing communities, such as those referred to in the Lavazza Calendar 2024: **Save the Children, Sawa World, Verdad y Vida, Cesvi, Hanns R. Neumann Stiftung, Fundación Carcafe, World Coffee Research, X-Farm, Qima Foundation, Panzi Foundation.**

With this collaborative approach, the knowledge gained in the field through the Foundation also helps steer Lavazza Group strategic thinking towards sustainability. **#moreinnovation**

More than Us means being **inspired by the Group's Four Values**, and specifically the sense of **Responsibility towards the communities in which the Group operates**, which is reflected in the company's Community Care programme in areas where its associated companies and factories are located and, since 2004, with the projects organised by the non-profit Giuseppe e Pericle Lavazza Foundation in coffee-producing countries. **#moresustainability #moreinspiration**

To learn more:

The non-profit Giuseppe e Pericle Lavazza Foundation has published its first **Corporate Social Responsibility Report**, which is available online on the Foundation's website: www.fondazioneLavazza.com/en

CALENDAR COVERS



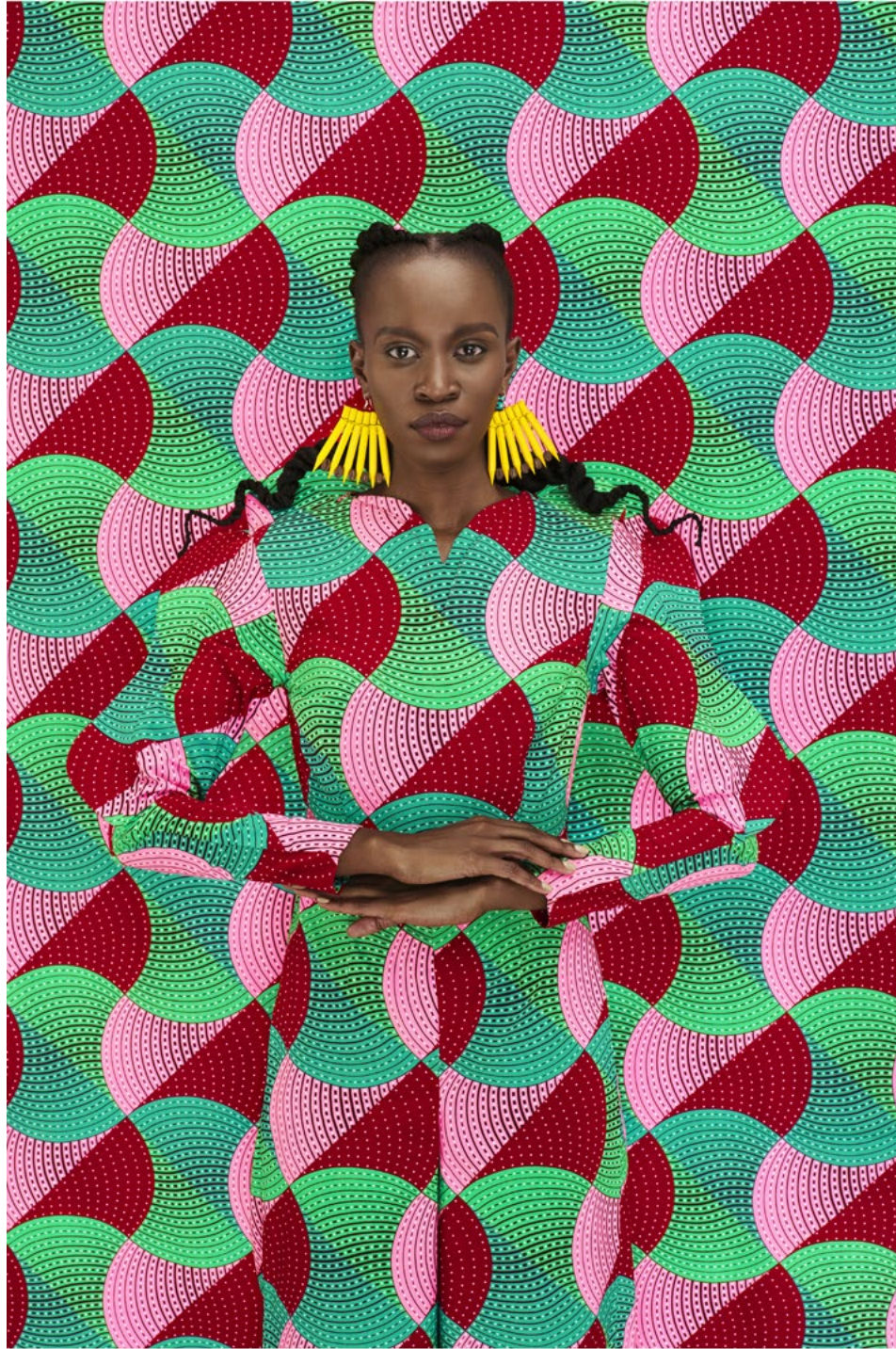
**AART
VERRIPS**



**THANDIWE
MURIU**



**DANIEL
OBASI**



2024 LAVAZZA CALENDAR - PHOTO BY THANDIWE MURIU

OUR POWERFUL TRUTH

“Knowledge is like a garden.
If it is not cultivated, it
cannot be harvested.”

African proverb

The sound of pencil on paper has always been part of education. Clean graphite strokes capture nuggets of life changing wisdom passed on by someone who, word after word, has committed themselves to keeping learning alive. Everyone holds a memory of learning - the delight of having color and new perspectives added to their world. Education has the power to transform realities and open doors, empowering the dreams and hopes of a world in constant motion.

THANDIWE MURIU



2024 LAVAZZA CALENDAR - PHOTO BY DANIEL OBASI

THE WONDER

Little stars create constellations: children are the main subjects of a fantastic portrayal in which anything can happen. There are those singing a tune and those waving a blue flag but, more than anything, there is a sense of freedom that unites them all and makes them part of the same story. A story of shared growth in which, on the shore of a sea of possibilities, a group of little dreamers feels invincible while building their own means of riding the future.

DANIEL OBASI



2024 LAVAZZA CALENDAR - PHOTO BY AART VERRIPS

THE VANGUARD

Amidst a reality that is clearly purple, a symbol of gender equality in all its shades, there is a woman and a hand ready to welcome her. The objective is to show us, in all her gentleness, how much determination she puts in challenging the norms of society. The scene captures a world to which we aspire. A world where achieving equality requires the participation of all, without exception.

AART VERRIPS



2024 LAVAZZA CALENDAR - PHOTO BY THANDIWE MURIU

THE FOUNDATION OF OUR FUTURE

"We have not inherited this land from our ancestors; rather we have borrowed it from our children."

African proverb

Our planet is a priceless treasure to be passed forward to the next generation. It is a collection of splendor and wonder, from the perfection of a blooming flower to the dance of leaves in the wind. From actions taken to the care that keeps us dedicated to things that matter - every small thing we do adds up to a world of difference. Together, we can witness the world blossoming.

THANDIWE MURIU



2024 LAVAZZA CALENDAR - PHOTO BY DANIEL OBASI

A STRAINED CHORUS

These women know it: the earth always repays those who fight to make it better. Each one of them has their feet firmly on the ground, secure as deep roots, and strong arms, as if they themselves were the extension of advancing nature. In fact, in this tug-of-war between man and the world those who do not loosen their grip are the real winners: the messengers of a necessary call to action, but also of thanks to those who support our land every day, with all the effort and commitment that is dedicated to the things they love.

DANIEL OBASI



2024 LAVAZZA CALENDAR - PHOTO BY AART VERRIPS

THE HEALER

Inside the warmest and most comfortable of shelters, the protagonist is at home. A leaf marked by the veins of the world that recounts, through each one of its lines, the impact of human activities on the planet. It is the snapshot of the moment of awareness, when we deprive ourselves of something to facilitate our growth. It is the first gesture that triggers a positive chain reaction on the environment, for which the earth will thank us with its fruits.

AART VERRIPS



2024 LAVAZZA CALENDAR - PHOTO BY THANDIWE MURIU

THE CROWN OF CURIOSITY

“With a little seed of imagination
you can grow a field of hope.”

African proverb

Innovation holds the secrets of the future. It is where we return to again and again to draw inspiration and birth more fertile grounds. The wandering of curious minds has the ability to unlock the impact of a simple seed, harnessing the power of its DNA to increase its bounty, dividing weakness and multiplying fruitfulness. From the unquenchable discovery of things not yet created, this new seed is the perfect end to the journey.

THANDIWE MURIU



2024 LAVAZZA CALENDAR - PHOTO BY DANIEL OBASI

THE ANT PHENOMENON

At the centre of a green oasis, the heart of the world's interest, live the pioneers of the future. Unexpected muses who let themselves be inspired by the demands of nature, know how to listen to the world's urgent needs and act accordingly. Effortlessly, they juggle the tasks that the earth requires them to perform and live in a sci-fi universe in which the real cutting-edge is simplicity: sowing dreams, cultivating hopes, growing resources and reaping the fruits of research.

DANIEL OBASI



2024 LAVAZZA CALENDAR - PHOTO BY AART VERRIPS

THE EXPLORER

Curious, innovative and constantly looking for better worlds, an explorer who is dressed like a flower, with vibrant yellow hands and the ambitions of a person who thinks outside the box. Immersed in a forest of giant trees, a symbol of creativity and imagination, the protagonist crosses the boundaries of what is considered normal. Which in this case coincides with the pursuit of excellence.

AART VERRIPS



2024 LAVAZZA CALENDAR - PHOTO BY THANDIWE MURIU

HEARTSONG

"Birds sing not because they have answers but because they have songs."

African proverb

Waris Dire - her smile is bright, welcoming, a beauty against the canvas of impact. Model, writer and Somali activist for women's rights - a desert flower - she is the 'dulcis in fundo' of poetry. Standing tall in all her confidence she writes masterful words of change, spearheading the world's attempts to be better.

THANDIWE MURIU



2024 LAVAZZA CALENDAR - PHOTO BY DANIEL OBASI

I SAW YOU THERE

Women of the Panzi Foundation.

DANIEL OBASI



2024 LAVAZZA CALENDAR - PHOTO BY AART VERRIPS

THE Matriarch

Poised at the top of the ladder, a woman is ready to establish a deep connection between multiple cultural worlds. Zulaikha Patel, South African activist against racism in education, evokes a powerful narrative that extends beyond our individual experiences. Her story invites us to explore the wider intersections between art and reality, becoming a megaphone for this interweaving.

AART VERRIPS

THE PHOTOGRAPHERS

THANDIWE MURIU



Thandiwe Muriu showcases Africa's unique mix of vibrant textiles, cultural practices and beauty ideologies. Through surreal illusions she confronts issues surrounding identity and female empowerment through her application of fabric and common household items.

Born and raised in Kenya, she discovered photography at age 14. Self-taught, she takes you on

a colourful, reflective journey through her world as a woman living in modern Africa. Designing custom-made garments from the historical Ankara wax textile, her subjects disappear into the background. Her illusions are completed by handmade accessories, constructed from reimagined objects associated with Kenyan daily life. She pairs African proverbs with every work, acknowledging how heritage informs and shapes the contemporary African identity.

DANIEL OBASI

A multifaceted artist. Attracted to old cinema and Afro-Futurism, this Nigerian born artist is deeply concerned with advancing the scope of African narratives. Consistently working and drawing inspiration from his lived experiences, conversations and research, Daniel seeks to explore subject matters like sexuality, masculinity, beauty, cultural symbolism, fantasy, activism and human relations. Daniel Obasi's works birth a certain idealism to Afrocentric concepts; whimsical, ethereal, soft yet sensual and powerfully contrasting with sharp silhouettes, colors and stories. Today, Daniel Obasi is based between Lagos and Paris working internationally as a photographer and director.



Daniel's photography has been published in the most important international publications. He has also exhibited his work internationally (V&A Museum, Brooklyn Museum, Saatchi Gallery, Sarasota Art etc) and his short films were shown and awarded at many International Film Festivals; such as the Fashion Film Festival Milano. His recently published book "Beautiful Resistance" is a collection of Afrofuturistic portraits reimagining Lagos as a magical place where queer minorities hold power. Collectively, Daniel's work is an act of rebellion, but also an act of wonder and mystery, it aims to seduce you.

AART VERRIPS

Aart Verrips is a Durban-raised South African based filmmaker and photographer, whose work follows a particular narrative around authenticity and connecting audiences emotionally with different subject matters. Verrips is always drawn to non-traditional faces in his photographic work, with



the aim of showcasing a new standard of beauty and breathing in life to both his static and motion pictures. In a Kaleidoscope of jewel tones, Verrips' images have a crisp clean aesthetic, with a playful romanticism distilled by artful blurs, spontaneous choreography, and sculptural, printed backgrounds. Aart Verrips has also exhibited his work internationally, leaving a lasting impression on art enthusiasts. Notable exhibitions include "Crudama Adulscencia" at Hazzard Gallery in Johannesburg, South Africa (2017), "Human Stories" at Now Gallery in London, UK (2018), "British Journal of Photography - International Photography Award Single Image Award" at Seen Fifteen Gallery in London, UK (2021), and "Photo Vogue Festival - Next Great Image Maker Global Open Call" at BASE Milano in Milan, Italy (2022).

THE AMBASSADORS

ZULAIKHA PATEL Activist. Author. Dare to Change Founder



Born in 2002 her mission is to redefine and reinforce the positive representation and empowerment of black women and girl children through activism that aims to combat institutional racism in post-apartheid South Africa, books, academic work and her non-profit company.

The Non-Profit Company, called **Dare to Change**, focuses on empowering children through literacy and on building individual pride and confidence. Driven by the goal of eradicating illiteracy, it works to improve access to reading material in rural and township schools and, to date, has established four Library Corners that are accessible to 8,000 kids.

Zulaikha's commitment to these ideals began when, at the age of 13, she famously protested the hair policy relating to how Black pupils could wear their hair at Pretoria High School for Girls, where she was a learner. Co-organising a demonstration and gathering over 32,000 petition signatures globally that resulted in a change to school policy and also an investigation into allegations of institutionalised racism, she inspired learners in other schools across the country to do the same.

In August 2016, she went on to co-found the Black Magic Movement, which celebrates Black Pride and provides Black learners with a platform to have their voices heard on current affairs. This led to her being recognised as a Lead SA Hero for 2016. In the same year, she was listed amongst the global change-makers in the BBC 100 Women's List.

Between 2018 and 2020 she made her debut as a speaker at a TED talk, was the youngest-ever guest speaker at the Serious Social Investing Conference; and was the first South African – and youngest laureate – to be honoured at the UN's Young Activist Summit in Geneva.

In the same year of 2018, she was the youngest speaker at the Breaking Borders Africa Youth Summit, where she was awarded the inaugural Leadership Award for her contribution to championing the next generation of young Africans.

In keeping with this commitment, she co-led a silent protest outside the Pretoria Magistrates Court during the 16 Days of Activism campaign of that year to highlight and challenge violence against women and children. In recognition of this and her other work, she was listed on the New African's 100 Most Influential Africans List in 2019.

In 2021, she published a children's book called *My Coily Crownly Hair* based on her experience at high school. It went on to become a bestseller and was shortlisted in the children's category of the 2022 SA Book Awards. Also in 2021, she was awarded the Visionary Woman Award by the Panache Women of Wonder Awards programme.

Zulaikha is currently studying towards an LLB at the University of South Africa, serves on the Gauteng Youth Advisory Panel and is Deputy Chair of the War Room on Youth Empowerment and Entrepreneurship. In the next three to five years, intends to write more children's books to present a positive interpretation of the African identity and is aiming to branch out into writing books about activism for teenagers and adults as well. Through her foundation, she aims to establish 150 Library Corners in schools around the country by 2025 and intends to contribute to a decolonised African anti-racism feminist course to be used in universities, schools and workshops. She also intends to expand her speaking engagements in both Asia and South America.

WARIS DIRIE Model, writer, and Desert Flower Foundation founder



Waris Dirie was born in 1965 in the Somali desert. At the age of 5 she suffered the cruel ritual of Female Genital Mutilation (FGM). When at the age of 13 she was forced to marry a man who could have been her grandfather, she fled through the desert in Somalia's capital Mogadishu.

In 1981 her uncle, who was Somali ambassador, brought her to London as a maid. When he was ordered back, Waris fled the embassy. She lived in the streets of London, kept her head above water as a cleaner of a fast-food chain. At the age of 18 the life of Waris changed abruptly. She was discovered by chance as a model by English star photographer Terence Donovan, who shot her in 1987 with the then unknown Naomi Campbell.

Waris achieved international fame overnight and became one of the first supermodels. In 1987 she also got a role in the James Bond film *The Living Daylights*. She moved from London to New York, posed for world famous brands like Revlon, L'Oreal, Chanel or Levi's and appeared on the covers of all major magazines worldwide. In 1995 the BBC dedicated the portrait *A Nomad in New York* to her. In 1997, Waris was at the height of her model career, she was interviewed by Barbara Walters (NBC) and Laura Ziv (Magazine *Marie Claire*). Waris spoke for the first time about her trauma of genital mutilation, triggering a worldwide media response and a wave of compassion. UN Secretary-General Kofi Annan appointed her UN Special-Envoy against Female Genital Mutilation. On behalf of the United Nations, Waris travelled around the world, met heads of state, Nobel Prize winners, Hollywood stars, and gave hundreds of interviews.

Her first book *Desert Flower* appeared in 1997. It became a bestseller, sold over 12 million copies, was successfully filmed in 2008 and sold to over 50 countries. Other books followed: *Desert Dawn*, *Desert Children*, *Letter to My Mother*, *Schwarze Frau*, *Weißes Land* and *Saving Safa*, *Rescuing A Little Girl from FGM*. The fight against FGM had become her life's mission.

In 2002 Waris founded the **Desert Flower Foundation** in Vienna, Austria. A foundation that campaigns against FGM, collects donations to help those affected and builds schools in Africa. Waris Dirie's life story also became a musical. The world premiere of *Wüsten blume* took place in February 2020 at the theater St.Gallen, Switzerland. Waris has received numerous prizes and awards for her tireless work, her books and her commitment to children's and women's rights.

Waris has been an Austrian citizen since 2005 and is mother of two sons. She lives in Vienna, Austria.

DENIS MUKWEGE World-renowned gynaecologist, human rights activist and Nobel Peace Prize



Dr. Denis Mukwege is a world-renowned gynecological surgeon who is the founder of Panzi Hospital and Foundation in Bukavu, Democratic Republic of the Congo.

He founded the hospital in 1999 as a clinic for gynecological and obstetric care and expected to be working on issues of maternal health. Since 1999, however, Dr. Mukwege and his staff have helped to care for more than 80,000 survivors of sexual violence.

He has been the recipient of numerous awards worldwide, including the 2018 Nobel Peace Prize, for his advocacy against sexual violence as a weapon of war and for his outstanding services to survivors of rape.

The Panzi Foundation and the Lavazza Foundation have established a partnership to train survivors of sexual violence in the Democratic Republic of Congo (DRC) on cultivating and roasting coffee beans. This will serve as a job-skills opportunity that survivors can choose to be trained on as part of Panzi's socio-economic reintegration pillar.

CREDITS

Supervision & Coordination Luigi Lavazza S.p.A

Member of Board: Francesca Lavazza
Creative Content Production Manager: Luigino Finelli

Creative Project Armando Testa S.p.A.

Executive Creative Director: Michele Mariani
Creative Directors: Andrea Lantelme, Federico Bonenti
Graphic Designer: Michela Repellino
Copywriter: Antonella Raso
Project Manager: Gina Graci
Digital creative directors: Gabriella De Stefano, Paolo Fenoglio
Digital client service: Francesca Romaldo

 **THANDIWE MURIU**
Photographer: Thandiwe Muriu
Photography assistant: Kibe Nduni
Lighting assistant: Tj Gachago
Filmographer: Trevor Maingi
Agent: Matt Shonfeld
Producer: Quentin Ikiki
Production assistant: Wanjiru Anami
Administration assistant: Trizar Kagunyu
Hair stylist: Richie Muriuki
Hair stylist assistant: Elizabeth Atieno
Make up artist: Mdeizi Alividza
Stylist: Jamie Bryan Macharia
Models: Anita Barbara, Suzy Oselu, Nyethiel Lul

Special Guest: Waris Dirie

 **DANIEL OBASI**
Photographer: Daniel Obasi
Photography assistant: Okonkwo Ikechukwu Victor
Production designer: Roosevelt Amase
Production designer assistant: Seun Adepoju
Horse sculptor: Kelly Osarenmwinda
Cinematographer/BTS Videographer: Ojimba Damian
Movement director/BTS Photography: Adesuwa Aighewi
Project Manager and BTS Photographer: Laura Ugbegua
Line producer: Utibe Ayi
Stylist: Uche Uba
Make up artist: Laurretta Orji, Agela Balume
Production company: Daniel Obasi Studios
Cast: Nonso Emmanuel, Chima Owuoma, Adesire Akinsanya, Sharon Stephens, Khaira Bashir, Christabel Julius, Esther Akpan, Blessing Akpan, Queen Paul, Precious Asuquo, Purpose Emmanuel, Promise Micheal Blessing Isiah, Glory Tete, Edith Atata, Uyilowhoma Phina, Faith Vera, Victoria Effiong, Dorcas Bachot

Special Guest: The Women of the Panzi Foundation



AART VERRIPS

Photographer: Aart Verrips
Digi: Nicola Suttle
Lighting assistant: Jansen van Staden,
Jigga Thomas, Bryn Davis
Set designer : Francois Ferreira
Set designer assistant: Jodi-Lee Ashton
Set construction: Mark Bussac
Filmographer: Robynne Kahn, Dune Tilley,
Luis Trujillo
Agent: Agent Emma
Producer: Di Davis
Production assistant: Connor Timothy
Hair stylist: Saadique Ryklief
Make up artist: Alexandra Botha
Stylist Chloe Andrea Welgemoed
Stylist assistant: Cebo Mtshemla
Models: Claudia Sentore,
Susan Oselu,
Sisipho Ntsabo

Special Guest: Zulaikha Patel

Production Advisor & Talent Management: The Producer International

Special Thanks: Mario Cerutti, Veronica Rossi, Carolina Guercio -
Fondazione Giuseppe e Pericle Lavazza Onlus

Renata Rinaldi -
Lavazza Group Creative Content and
Brand Image Department

Chiara Barlassina, Cecilia Mazzà -
The Producer International

MORE THAN US

The 2024 Lavazza Calendar

LAVAZZA