







YES! we're
OPEN

PRESS KIT

LAVAZZA
GROUP

-  **YES! we're OPEN - Press release**
-  **YES! we're OPEN - Calendar**
-  **The photographer - Alex Prager**
-  **YES! we're OPEN - Volume**
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YES! we're OPEN

Presented at the Triennale di Milano: the 2023 Lavazza Calendar by Alex Prager and a book by designer Fabio Novembre cataloguing 10 years of Calendars that tell the story of the commitment to sustainability.

13/10/2022

As a place where the world's cultures and identities can meet, there's nothing quite like a bar or café. For coffee, social drink par excellence, has by its very nature instilled in the places where it's drunk that unique characteristic of facilitating encounters. **Bars, meaning cafés too thanks to a happy semantic affinity with the raw material itself, have for over two centuries been natural meeting points for different cultures all over the world.**

They are famously inclusive places where encounters positively blur differences. With its 2023 Calendar, designed and produced even this year under the creative direction of agency **Armando Testa**, **Lavazza is embracing a message conveyed by bars and cafés at all latitudes, YES! we're OPEN, a neighbourly invitation to come in and enjoy an experience of pleasure and conviviality.**

Following the pandemic and at a point in time when the complexity of events is generating obstacles and divisions throughout society, Lavazza is inviting everyone to be open and see the differences between us as a valuable resource that enriches the community. The 2023 Calendar by photographer Alex Prager and the book by Fabio Novembre share the same title, *YES! we're OPEN*, and both embody its underlying concept, **the beauty of a humanity that rediscovers its vitality and curiosity, expressing individuality and connecting individuals.**

Through art - expressions of individual talent and creativity that become a common heritage - Lavazza continues along the path traced by the history of its Calendar and the messages, at once universal and topical, it has sought to convey. Bringing down barriers is an objective within everyone's reach, especially when stimulated by the vision of an artist like Alex Prager. Every little story, like every cup of coffee served every day, is a potential source of emotions, beauty and sharing that's right there, in easy reach, waiting for someone to seize it. **Bars remind us that**

humanity cannot be labelled and categorized and that it's only through mutual respect that we can share the joy of an unexpected meeting, a smile from a stranger, the feeling of being part of the world's theatre of inexhaustible wonders.

In the 2023 Calendar, the bar is a place both real and metaphorical, an ambience where Alex Prager studies the uniqueness of the individual to highlight their value, thus embracing the theme of our common humanity and celebrating our differences, concepts that animate Lavazza's vision and are so central to our world today.

Prager's series of images - broad views alternating with revealing close-ups - are characterized by their meticulous construction and subtly provocative humour, while her taste for quotation, one of the main characteristics of her photography, mixes together allusions to classic Hollywood, fragments of experimental cinema, fiction and hyperrealism, pop iconography and staged photography. The result is a composition of saturated colours, unpredictable and vibrant like the lives of the people she chooses. It's a Calendar in which the images speak for themselves, with no need for captions, and reach the viewer with the warmth and restorative capacity of the finest coffee.

"With this new art project," says Lavazza Group board member Francesca Lavazza about the new Calendar, "Lavazza intends to convey important messages about diversity and inclusion, and it does so by starting out from its own origins and base, coffee, which has always been a byword for sociality, like the countless places that serve it. Over the last ten years, the Calendar has become a sort of manifesto for us, in which we use art as a means of focusing on things we feel deeply about and are in line with the company's vision and commitments".

The 2023 edition is a new chapter in the story of sustainability written by the Calendar over the last ten years. It

takes up the story of the last two editions, namely *The New Humanity* (2021), by 13 world-famous photographers, and *I Can Change The World* (2022), by Emmanuel Lubezki, one of the world's top cinematographers.

YES! we're OPEN is an art project that aims to be an instrument of change as well. It addresses a broad public and has special focus on young people. Thanks to the vision of its artists and ambassadors, it helps raise people's awareness, just like one of the figures appearing in this edition, **Levante**, an Italian singer-songwriter much loved by the public. Sensitive to the differences that separate us and capable of channelling commitment and drive into her poetry, she fits perfectly with the imagery and concept of the 2023 Calendar.

"The bar is once again the centre of gravity of our stories. The bar as an ideal place in which all differences are accepted without labels or hierarchies. Micro-stories full of humanity, told with the unmistakable style of Alex Prager, as well as the richness of her scenic composition, her non-judgemental stance, and her capacity to read harmony between the lines of truth and fantasy. It would be great if the harmony we find in Alex's photos existed everywhere in the world," commented **Michele Mariani, executive creative director at Armando Testa Group**.

The event at the Triennale di Milano will also be an opportunity for the public launch of **Fabio Novembre's book YES! we're OPEN**. Following on from **Lavazza's decision to celebrate the last ten years of its Calendar's focus on environmental and social sustainability**, *YES! we're OPEN* is a round-the-world trip, in book form, focusing on the values that have always guided the company and all the work that went into ten years of intense creative activity and concrete initiatives for change.

Produced under the art direction of Novembre Studio, this hybrid publication also features a **cover design by artist Emilio Isgrò, commissioned by Lavazza to give a poetic rendering of the concept of travel**, and an introduction by Muhammad Yunus, the world-renowned economist who won the 2006 Nobel Peace Prize for his work on microcredit. At once a book of photographs, a travelogue and "behind the scenes" documentation, it visits the Calendar photo shoot locations in a sequence of interviews in which **Mario Calabresi** listens to the main protagonists who've worked on the Lavazza Calendar in the last decade, including long-standing collaborators Carlo Petrini, Steve McCurry, Massimo Bottura, Sonia and Jeffrey Sachs, who share the same vision.

"Producing this volume was a wonderful opportunity to relive the company's journey over the last ten years in the words of the people who inspired us along the way and to chronicle the evolution of our sustainability issues and projects and our virtuous encounter with the language of art, which has always been an instrument of dialogue and amplification of messages," commented Lavazza Group board member **Francesca Lavazza**.

Starting out from Turin, where the company has its roots, this enthralling visual and verbal adventure went right round the world, stopping off in Europe, Africa, Asia and South America before arriving in Los Angeles, where the 2023 Calendar was produced. **A unique call to action for a humanity that's richly faceted, well informed, inclusive and focused on tomorrow.**

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 € 2.3 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 9 manufacturing plants in 6 countries and over 4,200 collaborators all over the world. 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.

Photographer Alex Prager creates the new Lavazza Calendar (2023), crowning the bar as symbolic home to a new humanity.

From the very outset, Lavazza entrusted the creation of its Calendar to outstanding internationally renowned photographers. Over the years, the various editions have borne the names of great masters of the art, of the calibre of Helmut Newton, Steve McCurry, David LaChapelle, Annie Leibovitz and Emmanuel Lubezki, each passing on the baton for this formidable appointment with art and communication. **The Calendar has always registered the vibrations of the moment, but there's more to it than this: thanks to the vision of the artists and the determination of the brand, it was able to gradually become a true cultural object, from sophisticated artwork to vehicle of Lavazza's social and corporate values.**

The new edition, entitled **YES! we're OPEN**, conceived and realised under the creative direction of Armando Testa agency, is the latest tile in the mosaic of calendars dedicated to sustainability that was begun ten years ago and which has now been carried forward by the talent of photographer and director Alex Prager. **YES! we're OPEN** is the third variation on the theme of a new humanity (launched in 2020) seen through the eyes of an artist capable of revealing the emotions and anxieties harboured in every individual. **Prager's 12 photographs - outstanding in their care over detail - present highly evocative scenes deliberately lacking in precise temporal references:** her artful mixing of different apparel, styles, decor details and settings creates an effect of ambiguity that heightens the internal tension of the images. **Prager's world of bars and cafés floats midway between post-pop and surrealism, where fiction and truth are inextricably entwined and so embody the reality in which**

we live. A reality that seems, especially in the last two years, to be increasingly out of our control, but where an open mind, kindness to others, curiosity and awareness of what we have in common can unite and strengthen us. As Prager says: *"I think the most important thing about being alive is the experiences we have in common, the emotions we share, the people who connect with one another and thereby deepen their understanding of themselves and life"*.

We share the same emotions but we're all profoundly different, albeit interconnected. **A familiar, special place like a bar reminds us every day, with the ritual of coffee, what it means to be alive, what it means to be human.**

And humanity is the most urgent focus in fact, a humanity on which Lavazza has been concentrating since 2021 with its project The New Humanity. For Lavazza, 2021 was an important year of post-pandemic reflection and concentration on our species in a mature neo-humanistic vision within a framework of environmentalism.

The most recent calendar is *I Can Change The World* (2022), in which Emmanuel Lubezki, the world-famous cinematographer, portrays six figures - four women and two men, including US singer-songwriter Ben Harper - who are actively engaged in environmental and social change through their art.

YES! we're OPEN has now completed an ideal trilogy on the new humanity thanks to the work of an artist with a highly personal, indeed unmistakable visual style. It's time to "tell new stories", just like those in the new Lavazza Calendar.

The photographer - Alex Prager



Alex Prager is an artist and filmmaker who creates elaborately staged scenes that draw inspiration from a wide range of influences and references, including Hollywood cinema, experimental films, popular culture, and street photography. She deliberately casts and stages all of her works, merging past and contemporary sources to create a sense of ambiguity. Her familiar yet uncanny images depict worlds that synthesize fiction and reality and evoke a sense of nostalgia. Prager cultivates the surreal in her photographs and films, creating emotional moments that feel like a fabricated memory or dream.

Each photograph captures a moment frozen in time, inviting the viewer to “complete the story” and speculate

about its narrative context. Prager’s work often makes the viewer aware of the voyeuristic nature of photography and film, establishing the uneasy feeling of intruding upon a potentially private moment. The highly choreographed nature of her photographs and films exposes the way images are constructed and consumed in our media-saturated society.

Prager’s work has been exhibited globally in institutions such as FOAM Fotografiemuseum, Amsterdam, Netherlands (2019); Musée des Beaux-Arts Le Locle, Switzerland (2018); The Photographers’ Gallery, London, United Kingdom (2018); National Gallery of Victoria, Melbourne, Australia (2014); Corcoran Gallery of Art, Washington, D.C. (2013); and is in the collections of the Whitney Museum of American Art, New York; Los Angeles County Museum of Art, Los Angeles; Museum of Modern Art, New York, among other international public and private collections.

She has received numerous awards, including the FOAM Paul Huf Award (2012), The Vevey International Photography Award (2009), and the London Photographic Award (2006). Her editorial work has been featured in prominent publications, including Vogue, New York Magazine, New York Times Magazine and W, and her film series Touch of Evil, commissioned by The New York Times Magazine, won a 2012 Emmy award. Her first major public commission, Applause, for Times Square Arts: Midnight Moment, New York, took place in summer 2017.

YES! we're OPEN



january



february



march



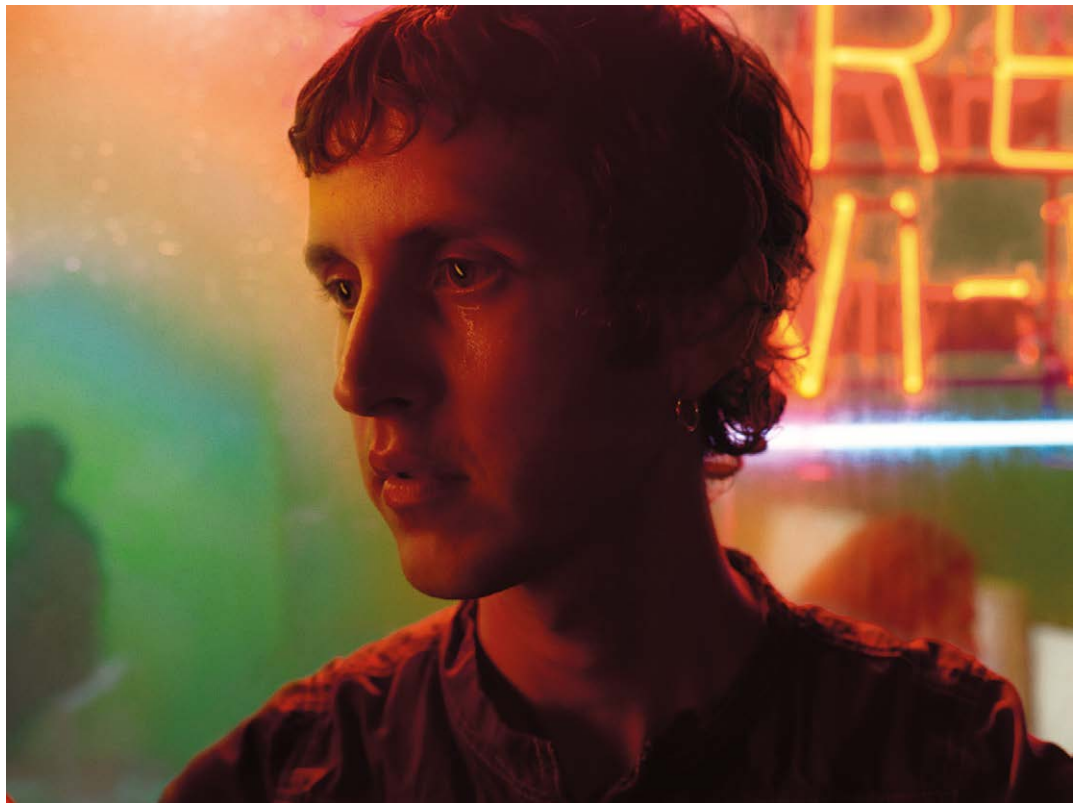
april



may



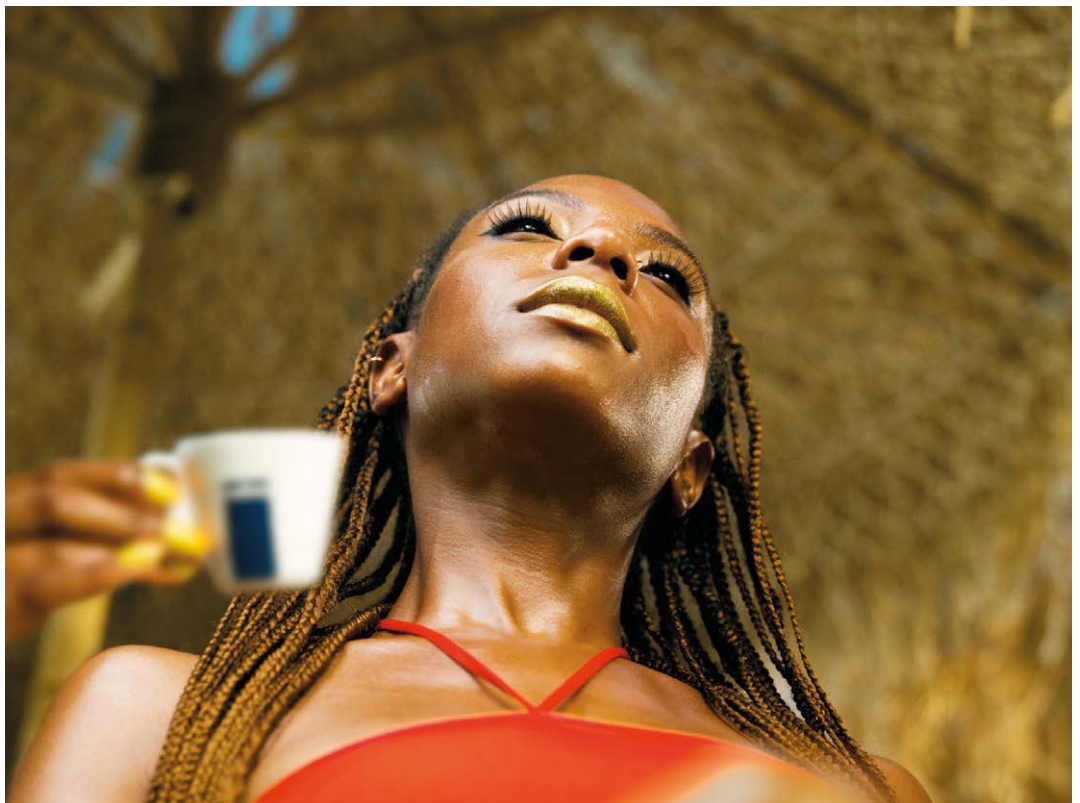
june



july



august



september



october



november



december



YES! we're OPEN: ten years of the Calendar, telling the story of Lavazza's commitment to sustainability in the pages of an art "travelogue" edited by Fabio Novembre.

Ten years of the Calendar, telling the story of the Group's commitment to sustainability, and ten years of great photography: a unique art project like the Lavazza Calendar has now been turned into a literary and photographic journey in a book entitled *YES! we're OPEN*. Lavazza decided to tell the story of its sustainability journey, which began twenty years ago, in a volume packed with information and reflections on the last ten editions of its Calendar, under the creative direction of Novembre Studio and the supervision of Armando Testa agency. So, not only everything about the photo shoots and the great photographers involved over the last decade but also the **Lavazza Foundation's** social activities since 2004 and content from the partners who have collaborated on the project over the years, such as **Save The Children, the UN and Slow Food**. Plus a series of interviews with high profile figures close to the world of Lavazza.

The result is a rather special volume, published by Mondadori Electa, that's half art book half travel book, offering readers an in-depth view of the brand's values by following a course that starts in Turin and ends in Los Angeles, the first and latest cities to serve as locations for shooting the Calendar. **The journey is interleaved with exclusive interviews conducted by writer and journalist Mario Calabresi, splendid images selected from the ten calendars and exciting stories "behind the photos".**

On the graphic front, Novembre Studio has produced a volume based on the handy format of magazines and fanzines and a reportage style that creates an engaging and fast moving visual narrative. **The cover features a work specially created by the artist Emilio Isgrò** (famous for his "deletions") in which a white world map on



a Lavazza blue ground bears the names of the ambassadors and photographers who worked on the calendars: Charlie Davoli, Martin Schoeller, Platon, TOILETPAPER, Ami Vitale, Simone Bramante, Denis Rouvre, Eugenio Recuenco, Steve McCurry, Joey L., Emmanuel Lubezki, David LaChapelle, Christy Lee Rogers, Martha Cooper, Carolyn Drake and Alex Prager. The map has Asia at its centre (a version Isgrò had never tried before) and together with the typical deletions there are ants, a recurrent symbolic life form in the work of this Sicilian artist. On the inside covers, splendid illustrations by the French artist Yann Kebbi, who works with various top international publications, are accompanied by brief visual notes to compose a series of contemporary portraits.

The introduction to the story of the last ten years of the Calendar is by Nobel Peace Prize winner **Muhammad Yunus**. Densely written and full of hope for the future awaiting us, his observations on the need for solidarity and joint action in taking new paths lead into a concrete proposal to the new generations, an invitation to act in-

dividually to create positive impacts on the environment and combat social inequality.

Yunus's introduction is followed by the actual story of the Calendars, seen through the lens of the interviews with the ambassadors, and the photographs in geographical order along the route from Europe through Africa, Asia, South America and North America. **Conducted by Mario Calabresi, the interviews touch on themes dear to Lavazza: the concept of being open, sustainability and safeguarding the planet, the idea of travel and its significance and, of course, professional and personal reflections on the experience of the Calendar.** All of which in a compelling narrative that brings out the full value of Lavazza's project. There is also a useful map en-

abling readers to locate the areas of the globe where the various projects were implemented. The book ends with a text by Michele Mariani, of the agency Armando Testa, and another by Walter Guadagnini, a photography expert and a former director of Festival Fotografia Europea in Reggio Emilia and of CAMERA - Centro Italiano per la Fotografia in Turin.

In this book, travel, with all its infinite metaphors and narrative possibilities, takes us on the coffee routes to discover a world in the throes of transformation. Embracing diversity, defending its value and exalting its beauty are tasks we must all undertake. As testified in the stories collected in *YES! we're OPEN*.

Responsible art, in the eyes of Lavazza Group

Lavazza's commitment to environmental issues and the relationship between art, nature and society 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 – visual 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 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.

The Lavazza Calendars, between humanity, nature and society

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

In more detail, looking back over the last decade, **the Lavazza Calendar, always created by Armando Testa agency, can be seen to have an overarching design, with individual chapters linked together by the desire to create a consistent and continuously evolving visual narrative, one that reflects the sustainability journey embarked on by the company.**

The first leg of this journey was the 2014 Calendar *Inspiring Chefs*, in which top chefs, immortalised by Martin Schoeller as food artists, propose the ultimate expression of quality in haute cuisine by continuously pushing the boundaries of creativity in the search for the finest ingredients. *The Earth Defenders* (2015) features photographs by Steve McCurry, one of the world's most famous and best loved reportage photographers.

Produced in partnership with Slow Food and Carlo Petrini, the shooting focused on local communities and people who fight to defend their land and food, particularly in Africa, as ambassadors of a sustainable future. It was followed in 2016 by *From Father to Son*, again with Slow Food, this time set in Central and South America, where rising star of photography Joey L. (Joseph Anthony Lawrence) portrays the young defenders of biodiversity, innovators tasked with being the custodians of their fathers' knowledge. The trilogy was completed in 2017 with *We Are What We Live*, the series of powerful images by Denis Ruvre on the relationship between man and the environment, shot this time in Asia. The winner of multiple awards, including three World Press Photos, Ruvre captures the ancestral relationship between farmers and the nature around them, highlighting the mutual dependence that unites them and the deep reciprocal influence that shapes their form and spirit.

The United Nations 2030 Agenda formed the core of the 2018 photographs by Platon, an artist famed for his portraits full of strength and humanity. In his calendar, with the manifesto-like title *2030. What Are You Doing?*, the 17 Goals are transformed into 17 striking black and white photographs featuring famous personalities and ordinary folk, united by their personal commitment to change. In 2019, the Calendar partnered with Ami Vitale, another great name in reportage photography. Famous for her work on endangered species, Vitale portrays six "nature artists", one of them being the French artist Saype, to shine a light on mankind's efforts to improve life in the environment, in a project that combines photographic narrative and contemporary art. *Earth Celebration*, the 2020 Calendar, marked a key moment in the development of Lavazza's visual language, with the return behind the lens of David LaChapelle, one of the most important and influential contemporary artists. LaChapelle's series of photographs charts a new direction for the Calendar and an unprecedented trajectory for his own personal journey. After the years of baroque glamour and major fashion shoots, the American photographer composed a series of images in which his passion for colour and the splendour of the image remain intact, but the subjects are part of a symphony of nature, where Beauty is the prime source of inspiration to renew the relationship between man and the planet.

They were followed in 2021 by *The New Humanity* Calendar and in 2022 by *I Can Change The World*, which share a more emphatic call to action for positive change. The New Humanity brings together thirteen masters of photography, including Simone Bramante, Martha Cooper, Eugenio Recuenco and TOILETPAPER, and is produced for the first time in partnership with a magazine, featuring the contributions of six outstanding ambassadors - including Alessandro Baricco, Carlo Ratti and Patti Smith - for an art project dedicated to the idea of a “new humanity”. The most recent calendar is *I Can Change The World* (2022), in which Emmanuel Lubezki, the world-famous cinematographer, portrays six figures - four women and two men, including US singer-songwriter Ben Harper - who are actively engaged in environmental and social change through their art.

This year, the YES! we're OPEN project continues the reflection on the theme of humanity, with a new sensibility towards the concepts of diversity, equity and inclusion.

Lavazza Group: a daily commitment to sustainability

Since its foundation in 1895, Lavazza 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 32 active projects, benefiting over 136,000 coffee growers in 20 countries across three continents. The main goal of the projects supported by the Lavazza Foundation is to improve coffee yield and quality, promoting both entrepreneurship among growers and improvements in 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 combat the effects of climate change. **Over the last twenty years, we have given a strong boost to our commitment to sustainability issues. A key year was 2015, with the voluntary publication of the first sustainability report and the launch of a pro-**

gramme 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 also joined the United Nations Global Compact, further consolidating its signature approach of working as a system with other public and private organisations to achieve responsible development goals.

As part of this journey, the Company has identified the four priority sustainability pillars for people and business, which it is committed to continue tackling in the coming years: **Goal 8 - Decent work and economic growth, Goal 12 - Responsible consumption and production, Goal 13 - Climate action and Goal 5 - Gender equality**. This last goal embraces the Group’s commitment to all people, from those working in the communities where Lavazza operates to all its collaborators.

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 (Authenticity, Passion for Excellence, Responsibility, Inventiveness), 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.

Lavazza’s commitment along the value chain involves an environmental responsibility strategy based on three levels of action: impact measurement, reduction plans and offsetting plans, with the aim of achieving carbon neutrality. In more detail, the Group continues to implement the “**Sustainable Packaging Roadmap**”, which aims to make the entire packaging portfolio reusable, recyclable or compostable by 2025. The roadmap is guided by Lavazza’s Sustainable by Design approach, which aims to ensure the most responsible and efficient use possible of materials based on eco-design principles.

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.

Credits

Supervision&Coordination	Luigi Lavazza S.p.A.
Member of Board	Francesca Lavazza
Lavazza Marketing Communication Department	Luigino Finelli
Photographer	Alex Prager
Creative Project	Armando Testa S.p.A.
Executive Creative Director	Michele Mariani
Creative Directors	Andrea Lantelme, Federico Bonenti
Graphic Designer	Michela Repellino
Project Manager	Gina Graci
Production	Alex Prager Studio
Producer	Lisa Ziven
Production Company	Arts & Sciences
Line Producer	Jack Winter
1 st Assistant Director	Craig Owens
Production Supervisor	Nathan Israel
Production Coordinators	Ariana Govan, Marie Ramos
Lighting Designer	Darren Lew
Production Designer	Susan Chan
Costume Designer	Callan Stokes
1 st Stills Assistant	Tyler William Parker
2 nd Stills Assistant	Blake Brent
Digital Tech	Luz Gallardo
Gaffer	Jeff Ferrero
Key Grip	John Stabile
Make-up	Nichole Servin
Hair	Victoria Payne
Manicurist	Lizzy Arroyo
Behind the Scenes Photographer	Sam Jackson
Color & Retouching	Evans Wittenberg
Photographer's Agency	Artist Commissions
Production Advisor & Talent Management	The Producer International
Featured Cast	Dylan Blue, Blake Brent, Ana Calderon, Michael Dean, Tabitha Denholm, Josie Dichter, Ariana Govan, Sabine Hallauer, Rebecca Hazlewood, Kaidon Ho, Gabriella Landay, Jodi Leesley, Nathalie Love, Blythe Marks, Chloë Narine, Ellen Prager, Delta Rae Reed, Ignacio Ramos, Marie Ramos, Haana Noel Richards, Alicia Sadler, Jennifer Verdier, Chris Wadhams
Special Guest	Levante
Special Thanks	Matt Aselton, Chiara Barlassina, Gary Blake, Nikki Bowles, Simon Dargan, The Dichter's, Erica Frauman, Felix Frith, Figures on a Landscape, Stefania Giuffrè, Nigel Godrich, Mark Goodman, Marc Marrie, Michelle May, Milena Milicevic, Francis Prager-Dargan, Christa Skotland, Shea Spencer, Mal Ward
Digital project	Lavazza Digital Marketing
Website	Creative Project Armando Testa S.p.A.
Digital creative directors	Gabriella De Stefano, Paolo Fenoglio
CTO	Marco Savojardo
Ux Designer	Maria Matarrese
Motion designer	Luca Perli
Web Developer	Silvia Maistrello, Antonio Pezzella
Client service	Francesca Romaldo
Communication, media relations and corporate digital	Lavazza Corporate Communication
With the Support of	BCW

