

Pleasure **MAKES US HUMAN**

THE 2026 LAVAZZA CALENDAR BY ALEX WEBB

LAVAZZA

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LAVAZZA

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THE MOST AUTHENTIC ESSENCE OF ITALY, CAPTURED IN ITS MYRIAD NUANCES THROUGH THE LENS OF ALEX WEBB FOR THE LAVAZZA 2026 CALENDAR

December 2025

What makes 'Italianness' an intangible yet universally recognizable quality? With its 2026 Calendar, Lavazza continues the narrative initiated globally with the **"Pleasure Makes Us Human"** campaign, now exploring **the rich tapestry of elements that define the unique and distinctive Italian lifestyle**. To achieve this, Lavazza entrusted the project's creative direction to the Armando Testa agency, continuing a long-standing partnership forged through successful global campaigns. Lavazza also engaged the keen eye of **Alex Webb**, a photographer from the prestigious Magnum Photos agency and one of the most original contemporary street photographers, renowned for his compositional talent and chromatic sensibility.

This edition of the Calendar will be unveiled on an exceptional stage: for the first time, Lavazza will present its Calendar to the public at **Art Basel Miami Beach**, one of the world's most important modern and contemporary art fairs – a key event for gallerists, collectors, and art enthusiasts from across the globe. *"We are extremely proud to be an Official Partner of Art Basel Miami Beach and to participate in this unique moment, where we can share our long-standing relationship with the world of art and photography,"* explains **Francesca Lavazza, Board Member of the Lavazza Group**. *"Contemporary art represents a universal language capable of connecting sensibilities, cultures, and generations in every corner of the world. Through its diverse expressions, it*

invites us to reflect on the complexity of the present, highlighting its beauty while revealing its contradictions. Lavazza, always committed to promoting culture, has integrated vision and social responsibility into a journey that values art as a tool for dialogue and transformation. In this context, our participation in Art Basel Miami Beach marks a significant milestone in our commitment to supporting and celebrating creativity."

For the new Calendar, Alex Webb created his photographs by undertaking a personal "Grand Tour" through evocative Italian locations, crafting a warm, intense, and sophisticated visual narrative that steers clear of clichés. "Pleasure Makes Us Human" is the core concept behind the shots, weaving a story where observations of real life are enriched by subtle references to cinema, photography, and painting, elegantly and ironically translating moments of everyday Italian life.

Regarding his work, Webb states: *"I have always thought that Italy possesses a certain aesthetic tradition that spans centuries and remains vibrantly alive today. It's a characteristic I've consistently felt in my relationship with this country."* This palpable quality can be discovered simply by wandering through the streets, glimpsing cityscapes, exploring lesser-known corners, and interacting with its people. Webb combines this characteristic with his own sensitivity, creating twelve shots for the months of the year, along with a dedicated cover and back cover design. These photographs are

set in unconventional locations, forming an unexpected portrait where **coffee emerges as an indispensable element of conviviality** and daily pleasure. Webb's talent for light and color creates a narrative continuity across diverse contexts, where his ability to capture the unpredictable spark of a moment – the vitality of an unexpected situation – reveals a hypnotic portrait of a vibrant reality. Webb comments: *"I tried to follow the light, colours, and movements of people, capturing images that conveyed a certain level of energy and resonance. As a photographer, I tend to see beauty, art, and pleasure even in small gestures and simple moments, like drinking coffee."*

Across the twelve months of the Calendar, moments captured by Webb's lens unfold: from a tranquil lakeside spot brought to life by the lightness of children's play to a delightful city-center bar where a moment of pause reveals an unexpectedly playful side; from an artistic studio where the ancient art of plaster modeling is passed down, to a bocce court that becomes a gathering place for a unique group of priests; from a glimpse of a seaside town where vibrant colours fill the streets to lunch in a trattoria, an essential daily ritual, before stopping at an Art Nouveau barbershop, and finally, enjoying a festive moment during Palermo's famous procession dedicated to Santa Rosalia. The entire collection is permeated by a joyous atmosphere and warm colours reminiscent of summer, the quintessential season for discovering Italy, even for those who are not Italian.

But what truly is 'Italianness' – that inexplicable collection of elements that makes the character of Italy so unique today?

Lavazza, a Company deeply rooted in Italy yet with a global outlook, has over time become an ambassador for coffee and its rituals worldwide. With the 2026 Calendar, it has chosen to portray an unmistakable and timeless

atmosphere, sensibility, and customs. **Michele Mariani, Executive Creative Director of the Armando Testa Group**, remarks: *"We wanted to tell the story of a journey into 'Italianness', avoiding any stereotypes. We envisioned it as a twelve-stage itinerary, each expressing a different facet of humanity, allowing us to deeply explore the multiple shades of pleasure. The concept of pleasure has always been intrinsic to Lavazza's DNA. This is how an ideal journey through a more authentic, concrete, and sincere Italy was born."*

The photographs evoke the lightness of the **"vita dolce"**: rhythms slow down, spontaneity comes to the forefront, and **every instant can hold a moment of pleasure to be found in the fabric of daily life, revealing its intimate and precious value**. These small moments of happiness – the joy of meeting, of shared company, the pleasure of conversation and good food, the moment when the day's rush gives way to **the coffee ritual** – are accessible to everyone. They are experiences anyone can embrace daily, forming part of the shared heritage of the Italian lifestyle. Naturally, these are accompanied by a cup of coffee, which this year, more than ever, takes center stage in the shots. It acts as a narrative element that instills every moment with expressiveness and can transform it into a small celebration.

The Italian term "espresso" which even abroad denotes a specific type of coffee, highlights how deeply this beverage is ingrained in Italian culture, to the extent that it has become a global symbol. Francesca Lavazza further explains: *"Coffee is a spark; it's always the beginning of something. It's a shared moment that can be described but also savored. And, in this case, **it's a pleasure derived from small gestures**, linked to the spontaneity of being Italian – a spontaneity that embodies openness and welcome."* But there's also a more intimate, less conspicuous, yet equally important dimension tied to coffee: *"It's a*

gesture that becomes more personal when you seek a moment for yourself, a time to nurture relationships with your family and friends. It truly represents a universe of connections that embraces the whole world within a cup."

With the presentation of the 2026 Calendar at Art Basel Miami Beach, Lavazza reaffirms its interest in art and its strong presence within the current visual culture landscape. With a particular focus on photography, exemplified by the extraordinary production of its Calendar - now in its thirty-fourth edition and featuring the world's greatest photographic talents - Lavazza embraces **contemporary storytelling**, capturing the dynamic spirit of the times. Through the photographic lens and the artists

who interpret its values, Lavazza enriches the narrative with their talent and the power of an always original vision. The Art Basel Miami Beach event thus crowns a long history of engagement in the artistic field, during which Lavazza forged significant collaborations with some of the most important national and international institutions and figures, including the **Triennale and MUDEC in Milan, the Peggy Guggenheim Collection, the Civic Museums of Venice, the Guggenheim Museum in New York and Centro Italiano Fotografia - Camera di Torino**. This enduring commitment positions Lavazza not only as an ambassador of coffee worldwide but also as a purveyor of beauty and creativity.

About 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 € 3.3 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 5 countries. The Group's global presence is the result of 130 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 revolutionized 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 time is also reflected in the attention of

economic, social and environmental issues - which have always been a benchmark to guide corporate strategies.

"Awakening a better world every morning" is the corporate purpose of Lavazza Group, with the aim of creating value for shareholders, collaborators, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.

About Art Basel

Founded in 1970 by Basel gallerists, Art Basel today organizes the world's leading art fairs dedicated to modern and contemporary art, with events in Basel, Miami Beach, Hong Kong, Paris, and Qatar. Each fair is defined by its host city and region, making it unique: this is reflected in the participating galleries, the artworks presented, and the content of the collateral program developed in collaboration with local institutions for each edition. Art Basel's commitment extends beyond the fairs through new digital platforms, including the Art Basel App, and initiatives such as the Global Art Market Report produced with UBS, the Art Basel Awards, and the Art Basel Shop. For more information, visit artbasel.com.

ALEX WEBB, MASTER OF COLOR AND SHADOW

Born in San Francisco in 1952, Alex Webb is one of the world's most celebrated **street photographers** and has been a member of the prestigious Magnum Photos agency since 1979.

Webb's interest in photography began during high school, leading him to attend the Apeiron Workshops in Millerton, two hours from New York, in 1972. The center, founded by Peter Schlessinger, a former editorial assistant at the esteemed Aperture magazine, offered an immersive summer residency program featuring some of the era's most acclaimed photographers, such as Diane Arbus, Paul Caponigro, and Berenice Abbott. After graduating in History and Literature from **Harvard**, Webb simultaneously pursued photography studies at the Carpenter Center for the Arts. He joined Magnum in 1974, beginning his career as a photojournalist, and became a full member of the agency in 1979.

An artist with a strong humanities background that would profoundly shape his perspective and the themes of his visual exploration, Webb went on to earn numerous prestigious grants and awards, including the Leopold Godowsky Color Photography Award in 1988, the Leica Medal of Excellence in 2000, the David Octavius Hill Award in 2002, and a Guggenheim Fellowship in 2007.

Initially focused on documenting life in small towns across Southern America through black and white photography, Webb embraced color upon arriving in the Caribbean and Mexico, a period that marked an intense phase of discovery for him. From then on, **color became an indispensable element** of his artistic pursuit. Webb traveled the world, developing an interest in street life and the humanity



inhabiting it, capturing through his lens both the struggle for survival and **the magic of everyday moments** caught in their fleeting beauty. Countries central to his photographic work include Haiti, Brazil, Russia, Turkey, Costa Rica, and Ethiopia. He states, *"It's largely about finding special moments in the world, moments that can appear beautiful, evocative, or resonant in surprising ways, where you might initially think there are none."* His driving force is curiosity, which translates into emotionally

charged photography, always seeking a hidden secret to unveil or a unique, unrepeatable moment to immortalize. Webb portrays a vibrant humanity, free of moral judgments, casting a clear gaze upon his subjects, imbued with a kind of innocence that bestows dignity and strength even upon the most fragile and marginalized.

Commenting on the photographer's artistic pursuit and style, **Francesca Lavazza, a Board Member of the Lavazza Group**, states: *"This year, we collaborated with the remarkable Alex Webb, a truly exceptional photographer. Our aim was to portray the vibrant energy of color and spontaneity. We were particularly drawn to his extraordinary skill in manipulating light, managing contrasts, and constructing each shot with multiple layers. The result is a collection of extraordinary, energy-filled images, possessing an almost hypnotic power, as if one could almost hear the children's laughter, friends' conversations, a splash, the wind. It's a seduction that extends beyond mere aesthetics."*

Webb's work is characterized by a precise, masterful compositional skill, where the frame's space is organized through **distinct**

and sometimes audacious geometries. Within these compositions, **different planes of depth**, housing both subjects and environment, offer the viewer a richly detailed and layered image. Furthermore, Webb's style is identifiable by colorful sensibility, that saturate his shots with a vivid and pulsating character, further emphasized by his penchant for rendering dense, **dramatic shadows** that act as a counterpoint to a vibrant palette. Regarding light, Webb notes: *"When it comes to daylight, I tend to work early in the morning and late in the evening, when the light is oblique and there's significantly more color."* The light imprinted in his images is often warm and radiant, yet at times it becomes sharp, capable of revealing tensions and hidden truths within the folds of reality. The result is always an original image, one that transcends the visual tropes of photojournalism and resists the allure of mere folkloric elements. Specifically, for the 2026 Calendar, the light is warm and natural, and the scenes are vibrant and brilliant.

Michele Mariani, Executive Creative Director at Armando Testa, speaking about the creative intentions behind the Calendar and the decision to feature Alex Webb for the 2026 edition, states: *"We sought to move away from the conventional iconography typically used to represent 'Italianness' and we needed a distinctive approach. What's wonderful about Webb is that he doesn't simplify; he enriches. We greatly admire his ability to uncover a kind of beauty within ordinary, everyday chaos. And his photographic approach, and by extension his portrayal of the 'dolce vita' is never elitist but always inclusive. It was precisely through his lens that we gained the conviction to construct a new, modern, and unequivocally contemporary vision of Italy."*

The saturated colors and the meticulous spatial organization of the compositions immediately strike the viewer when observing the Calendar's twelve shots. Reds, yellows, blues, greens, pinks, and purples punctuate the scenes. For instance, January features a group of children at play within the garden of what appears to be a historic residence, while in the background, a deep blue lake corner opens up, accentuating the cyclamen dress of the woman in the foreground. Or consider the lemon-yellow background of

the May shot, where a man enjoys a sun-drenched coffee break: here, the image space is bisected by a shadow that acts almost as a separator, while subjects, occupying different depths, balance the composition through intense, interacting colors and meticulously considered **proportions**. The deliberate choice of a more composed feel in certain images – such as the interior of the "vintage" bar central to the February shot – alternates with more dynamic scenes, including the carefree dives of July, a ferry excursion in September, or the Santa Rosalia festivities in December. What emerges is Webb's singular ability to distill a unique expressive moment from an array of seemingly chaotic elements, along with his talent for conveying to the viewer a **sense of playfulness** and lightness that perfectly evokes the spontaneity of Italian life – a lightness stemming from **rigorous compositional work and a meticulous study of light**. This is evident in the June shot, where a young woman is captured in the ritual of coffee and focaccia, with the photograph punctuated by the alternation of resonating-colored elements such as clothing and tabletops. Similarly, in the October depiction of friends meeting in a trattoria, diagonals animate and unify the characters and elements within the scene.

Throughout his career, Webb has published over fifteen books, notably *The Suffering of Light*, a seminal work compiling over thirty years of his color photographs. He has also collaborated on six books with his wife, Rebecca Norris, herself a photographer, with whom he currently lives and works between Brooklyn and Cape Cod. His images have been featured in publications such as *The New York Times*, *National Geographic*, *Geo*, *Vogue*, *Life*, and *Stern*. Several of the world's leading museums have dedicated exhibitions and retrospectives to his work, including the **Metropolitan Museum of Art and the Whitney Museum of American Art in New York**, the **Walker Art Center in Minneapolis**, and the **Museum of Fine Arts in Boston**. Today, Alex Webb's distinctive vision and talent, distilled into the captivating images of the 2026 Calendar, find their ideal stage at Art Basel Miami Beach's international platform, ready to be embraced by art enthusiasts and photography connoisseurs from across the globe.

January

Lago di Como



A secret corner

Quella mattina era fatta di specchi.

Bagliori scintillanti si riflettevano tutto intorno,
cristallini come le risate dei bambini.

La luce era nuda, illuminava tutto
con una nettezza che apriva gli spazi
e li consegnava agli occhi senza segreti.

L'unica a custodire un segreto era lei,
che assaporava il panorama a piccoli sorsi,
con un sorriso enigmatico, ☺
capace di sospendere il tempo.

argentei

That morning was made of mirrors. Silver flashes were reflecting all around, as clear as a child's laughter. The light was sharp, exposing every detail with a bright clarity, opening spaces and offering their secrets, but she guarded hers. She was savouring the view in small sips, with an enigmatic smile on her face capable of suspending time.

February

Milano centro




Let's have a break

L'alba mi prese per mano e mi sussurrò
di seguire quell'aroma. Entrai.

Era ~~molto~~ presto. *così*

Li trovai intenti ma non troppo,
zelanti ma dolcemente distratti.

Erano il primo, lento sorriso
della città che si svegliava. 

That morning was made of mirrors. Silver flashes were reflecting all around, as clear as a child's laughter. The light was sharp, exposing every detail with a bright clarity, opening spaces and offering their secrets, but she guarded hers. She was savouring the view in small sips, with an enigmatic smile on her face capable of suspending time.

March

Peri nell'arte



Hands and soul *gli occhi*

I volti e i corpi delle statue

erano giudici imperscrutabili delle opere

che prendevano vita sotto le mani di quelle ragazze.

E all'improvviso diventavano spettatori di pause

e rituali di liberazione, in una catarsi artistica

ed esistenziale che sapeva di gesso, polvere,

musica leggera e caffè.




The statues, with their inscrutable faces and eyes, were initially stern judges of the works emerging from the women's hands. And suddenly, they became spectators to liberating breaks and rituals, in an artistic and existential catharsis steeped in the scents of plaster and dust, the strains of light music, and the aroma of coffee.

April

Lago Maggiore, bocciatore



Keep it playful

L'aria era ferma. *immobilità*
Non si muoveva nulla,
nemmeno i respiri attraverso le tonache scure.
La boccia si posò.
Punto. 
Un sorso di vittoria.

The air was still. Nothing was moving, not even the breaths through the dark cassocks. The ball came to rest. One point scored. A sip of victory.

May

Ghizzano



Dolce far niente
Voleva solo diventare ombra,
trasformarsi in colore,
assaporare il piacere.



His sole desire was to become shadow, to melt into colour, to savor an intense moment of pleasure.

June

Camogli, piazzette



We call it "Focaccia"

Un sorso, un affondo, un assaggio.

E poi via, a ripetere.

L'impasto, così soffice, leggero e impalpabile,
si univa a quella nuvola di schiuma per affinità.

Per le ragazze era il momento più atteso *bello*

della giornata; al mattino accorrevano sbarazzine



come farfalle, trasformando la piazzetta

in un atelier di poesia ed emozioni fanciullesche.

A ritual began: sip, dunk, bite, then repeat. The dough, so soft, light and impalpable, melted into the milk foam in a perfect union. For the girls, this was the most cherished moment of the day; every morning saw them flocking, turning the piazzetta into a vibrant studio of poetry and uninhibited, childlike emotion.

July

Toxane, spiaggia



A day at The beach

In quel caos vivace e coloratissimo ☀
lei stava al centro della conversazione,
si gustava la mondanità
a piccoli sorsi ghiacciati. ☞

In that lively and colourful chaos, she was at the centre of the conversation as she enjoyed the worldliness in small icy sips.

August

Liguria



So refreshing

Per provare a ingannare il tramonto,
intrattenevano il sòlé con la leggerezza
di un rituale prezioso: qualche goccia di caffè ☹
nella coppetta di gelato, un sorriso rubato, ☺
il piacere del qui e ora.

In an attempt to trick the sunset, they engaged the sun in a precious ritual: a few drops of coffee in the gelato cup, a stolen smile, the pleasure of the present moment.

September

in viaggio



Cruising delight

La nave era un gigante di metallo
che solcava l'azzurro increspando il mare,
Lui le offrì la mano, uno sguardo
e un caffè che sapeva di vento;
lei gli offrì il suo miglior sorriso
e cominciò a danzare con lui.



A metal giant, the ship cut through the blue, rippling the silence. He offered her his hand, a look and a coffee infused with the scent of the wind; she offered him her best smile and they started to dance.

October

Trattoria, Milano



A tasteful moment

Lei si alzò senza esitazioni.

La riconobbe, si riconobbero dopo tutti quegli anni.

E non importava più l'appuntamento.

Il dolce, il caffè, gli accompagnatori,
tutto attendeva con gioia paziente.

Anche il tempo decise di prendersi una pausa. //



She stood up with no hesitation. She recognised her, they recognised each other after all those years. And the date no longer mattered. The dessert, the coffee, the companions, everything held its breath, waiting with a quiet joy. Time too seemed to step aside.

November

Genova, barberia



Treat yourself

È stato come tuffarsi.

Un passo ed ero nel blu, nell'oro, nella luce.

Un caleidoscopio di riflessioni e identità,
tutto era possibile, loro lo sapevano.

Giocavano a cambiarsi la vita e la storia
cambiandosi taglio di capelli.

Chissà, magari con una rasatura più o meno profonda
potevano scambiarsi le anime.

In quella parentesi di piacere a portata di vassoio,
tutto diventava vero.

prisma



It was like diving. One step and I was in the blue, in the gold, in the light. A prism of reflections and identities, everything felt possible, they knew it. They weren't just getting haircuts; they were actively, joyfully, transforming their lives and their stories. Who knows, perhaps with a deeper or shallower shave their souls could be exchanged. In that interlude of pleasure within reach of a tray, everything became real.

December

Palermo



A magic celebration

Le campane suonavano a festa quando le vidi.

L'abbigliamento era quello delle grandi occasioni,
il trucco perfetto, una corona di rose intrecciata
a mano come delicato tocco finale.

L'appuntamento era solenne, la sacralità
una scintilla che innescava una festa impossibile
da raccontare a chi non l'avesse vissuta.

Sarebbero state canzoni, danze, luci,
emozioni e aromi inebrianti.

Erano pronte, la notte era tutta per loro.



The bells were ringing in celebration when they arrived. Dressed in special occasion attire, their makeup flawless, each wore a delicate, hand-woven wreath of roses — a perfect final touch. The event was solemn, sparking a party beyond words, a profound revelry only those present could truly grasp. Songs, dances, lights, emotions, and enveloping aromas awaited. They were ready; the night was theirs.

LAVAZZA AND PHOTOGRAPHY: A CALENDAR TO CAPTURE ITS TIME

Now in its 34th edition, **the Lavazza Calendar** is much more than just Lavazza's annual creative showcase; **it's a visual narrative that spans eras, languages, and diverse sensibilities.** The images by the greatest contemporary photographers mirror the evolution of a Company that has made innovation a core part of its identity and photography an artistic language for narrating the world. And it is precisely through the Calendar that the relationship between auteur fine art photography and Lavazza is solidified, becoming an integral part of Lavazza's identity.

The Calendar originated as an institutional communication project but, from its inception, immediately capturing the collective imagination. This was thanks to the undisputed talent of a master like **Helmut Newton**, who shot the first two editions of the project starting in **1993**, creating two Calendars characterized by seductive black-and-white photography where biting irony and elegance blended in the unmistakable style of the German Australian genius. In 1995, the year of the Turin-based Company's centenary, the baton was passed to **Ellen Von Unwerth**, a protégée of Newton, renowned for her irreverent, highly erotic portraits. 1996 then featured the work of another absolute master, Ferdinando Scianna, who crafted a highly atmospheric narrative focusing on Mediterranean life and coffee, following the artistic trajectory set by his predecessors.

The 1997 and 1998 Calendars were interpreted by **Albert Watson** and **Marino Parisotto**, respectively, while in 1999, the project was entrusted to a selection of **Magnum**

Photos photographers – one of the world's most prestigious agencies – who brought their photojournalistic perspective to the coffee narrative. The year 2000 featured **Elliott Erwitt**, considered one of the most important photographers of the latter half of the 20th century, who created a Calendar portraying European families, followed by **Martine Franck** and **Richard Kalvar**. 2002 marked the first color edition. The revolution was complete with the selection of **David LaChapelle**, one of the most original and talented photographers of the new generation, who brought *Espresso & Fun* to life – a Calendar featuring an explosion of vivid colors and pop irreverence.

In subsequent years, high-profile names such as **Jean-Baptiste Mondino**, **Thierry Le Gouès**, **Erwin Olaf**, **Eugenio Recuenco**, **Annie Leibovitz**, **Mark Seliger**, **Marco Brambilla**, and **Martin Schoeller** followed, each contributing to make the Calendar a continuously evolving work, receptive to the most compelling influences of contemporary visual culture. During these years, the Calendar became an integral part of the **international advertising campaign**, and the images created by these preeminent photographic artists circulated globally, helping to disseminate and solidify Lavazza's brand image.

Beginning in 2015, the project embarked on a new trajectory, shifting its focus towards **sustainability and social commitment**. The images began to address the planet and its vulnerabilities, the communities inhabiting it, and the essential need for balance between humanity and nature. Steve **McCurry** lent his vision to the first chapter of a trilogy centered

on the “**Earth Defenders**” – individuals dedicated daily to protecting and nurturing their local communities and crops. The American photographer was followed by **Joey Lawrence** and **Denis Rouvre**, whose shots were equally incisive and passionate. 2018 was another significant year, with the Calendar reaffirming its strong focus on social issues: British photographer **Platon** photographed ***What are you doing?***, an edition in which **17 celebrity portraits were paired with the 17 United Nations Sustainable Development Goals (SDGs)**.

Lavazza’s commitment to sustainability and environmental respect continued in 2019 with various biodiversity protection projects, showcased in the ***Good To Earth Calendar***. The shots by **Amy Vitale**, a National Geographic photographer, filmmaker, and popularizer, feature six “nature artists” (Saype, Mantra, Millo, Gerada, Gomez, and Hula) whose work accompanies twelve positive stories illustrating humanity’s relationship with nature.

2020 saw the return of **David LaChapelle**, who crafted a lavish visual narrative centered on the beauty of nature: ***Earth CelebriAction***, which also lent its title to the campaign. However, 2020 was also a complex year, during which the unforeseen advent of the pandemic-imposed distances and barriers between people. Consequently, the 2021 Calendar edition addressed the widespread need for community and closeness, giving rise to ***The New Humanity 2021*** – a collaborative project featuring testimonies from creatives, artists, musicians, and social activists (Christy Lee Rogers, Denis Rouvre, Carolyn Drake, Steve McCurry, Charlie Davoli, Ami Vitale, Martha Cooper, David LaChapelle, Martin Schoeller, Joey L., Eugenio Recuenco, Simone Bramante, and TOILETPAPER). The project adopted

the unprecedented format of a Calendar and magazine, in which six ambassadors were invited to interpret and amplify the multifaceted meanings of the New Humanity: architect Carlo Ratti, fashion designer Stella Jean, writer Alessandro Baricco, actress Kiera Chaplin, singer-songwriter Patti Smith, and **Save The Children International** CEO Inger Ashing. This was a unique edition, as for the first time, the Calendar was made available to the global public in a limited edition, thanks to a fundraising initiative supporting Save The Children, an NGO with which Lavazza has partnered for over 20 years.

I Can Change The World was the title of the 2022 Calendar, which gathered the stories of six artist-activists (Ben Harper, Saype, Sonita Alizada, Shilpa Yarlagadda, Cristina Mittermeier, and Shamell Bell) who, in their unique and personal ways, strive to change the world through art. Photographed by one of the greatest cinematographers, three-time Oscar winner **Emmanuel Lubezki**, they lent their faces to a Calendar that served as an invitation to action, urging individuals to become agents of change that, starting from a single person, blossoms into a collective movement.

The 2023 Calendar, ***YES! We’re OPEN***, was shot by American photographer **Alex Prager** – whose work was featured at the **Triennale di Milano** – and was accompanied by a volume curated by designer and architect Fabio Novembre, dedicated to Lavazza’s decade long storytelling of sustainability through Calendars. This edition focused on the themes of diversity and inclusion, explored through Prager’s original perspective, which celebrates coffee and coffee bars as quintessential meeting places for all walks of humanity. 2024 redirected the research focus to environmental and sustainability themes,

advancing the idea of coffee as a unifying element among people. The Calendar project, titled ***More than Us***, was entrusted to three photographers from the African continent – **Thandiwe Muriu** (Kenya), **Daniel Obasi** (Nigeria), and **Aart Verrips** (South Africa) – who collaboratively crafted a project centered on cultural intersections and the beauty of collective creation.

On its 130th anniversary, Lavazza explored the concept of fusion, paying homage to its Turin roots while offering a confident gaze toward the future. ***Let's Blend*** is the **2025** Calendar, a narrative centered on the idea of blending, which has been fundamental to the Lavazza coffee blend since its creation in 1895. **Omar Victor Diop's** sophisticated, playful, and hyper-contemporary images **celebrate the beauty of difference and the importance of human collaboration** – a crucial element in building a future founded on harmony and shared vision.

Finally, 2026 is **Alex Webb's** year, and Lavazza has chosen to become an **ambassador for 'Italianness'** worldwide, bringing the ***Pleasure Makes Us Human*** Calendar to Art Basel Miami Beach. It will articulate an unmistakable legacy of values, gestures, and ways of coming together: **coffee as a daily ritual and a metaphor for conviviality**, creativity, and sharing – all embodying a pleasure accessible to everyone.

A Visual Manifesto for the Future

To leaf through the Lavazza Calendar today means journeying through a **history of perspectives**, a gallery of humanity where photography serves as a tool for understanding through emotion. It stands as testament to

how the Company has successfully engaged with contemporary art, evolving into a global brand capable of connecting people worldwide. Over time, it has built **an archive of visions** belonging as much to visual culture as to collective memory, consistently mastering the challenging task of balancing visual experimentation with the ability to communicate to a truly diverse audience, spanning different nationalities, languages, and cultures.

Thus, the Lavazza Calendar continues to serve as a **meeting point between photography and contemporary sensibilities**, between enterprise and art, and between creativity and commitment. It is a project that, year after year, invites us to look – with curiosity, respect, and openness – at the complex, mutable, and multifaceted reality that surrounds us.

The “elective affinity” between Lavazza and auteur photography is further evidenced by an extensive list of projects, events, and exhibitions dedicated to prominent figures like **Martin Parr** and **Elliott Erwitt**, as well as an ongoing commitment to supporting important museum institutions, notably the collaboration with **Centro Italiano Fotografia - Camera di Torino**. Among the special projects, ***iTierra!*** also merits mention – an ambitious cultural journey linked to the visual narrative of coffee, featuring Steve McCurry as its ambassador. His images, captured over several decades along coffee supply chains worldwide, were subsequently compiled into a volume published by Phaidon and showcased in the exhibition *From These Hands: A Journey Along The Coffee Trail*, hosted first by the Museo della Scienza e della Tecnologia “Leonardo da Vinci” in Milan, and later at Le Tese dell'Arsenale in Venice.

PLEASURE MAKES US HUMAN

A “GRAND TOUR” OF AUTHENTIC ITALY THROUGH THE SHOTS OF THE 2026 CALENDAR

Outside of the clichés associated with the common perception of Italy, there exists another country, one filled with detours, unexpected stops, and unforeseen encounters. A country that reveals itself only to those who know how to slow down and observe with curiosity. It's an Italy that, amidst daily life, knows how to seize small everyday pleasures and savor them, transforming them into special moments. This is the spirit of Alex Webb's photographs featured in the Lavazza 2026 Calendar - Pleasure Makes Us Human.

We imagined the Calendar as a 'Grand Tour' highlighting a collection of special places that span the Italian peninsula from north to south. The images weave together landscapes, memories, and daily routines, all celebrating the Italian way of life and the pleasure of coffee. At its heart the Calendar is about people united by encounters born of spontaneity and the desire to be together.

“Everyone has a unique way of experiencing coffee, shaped by their tastes, rituals, and the memories they carry. The places we drink it become just as meaningful- a kitchen table, an office, a café counter, or a fleeting moment on the street. In Italy, coffee ignites social connection,” says **Francesca Lavazza, Board Member of the Lavazza Group**. *“And because the setting is equally important, these images capture the atmospheres unique to the regions where they were created.”*

From the Northern Lakes to Southern Festivity

To portray Italy, capturing its beauty and complexity, its richness and specific character, is an endeavor that has engaged writers,

filmmakers, and artists throughout history. To do so, one cannot avoid exploring its territory, which, from the Alpine borders to the Mediterranean, offers an incredible variety of landscapes, customs, cuisine, and culture – elements that are condensed in metropolitan areas, where the tradition of a “sweet” lifestyle merges with the spirit of dynamic modernity. Utilizing Alex Webb's photographic encapsulations of the varied settings of the 2026 Calendar, we could construct an itinerary to tell the story of Italian sensibility and lifestyle.

The evocative first shot is set in the garden of a historic villa overlooking the splendor of a **Northern Italian Lake**, where mountains are reflected in the water and villages preserve a timeless tranquility, suspended between dream and reality – like **Tremezzo**, on Lake Como, which harbors the beauties of the eighteenth-century Villa Carlotta and its lush garden. The atmosphere offers an immersion in the rare beauty of Lake Como's natural setting, combined with the pleasure of visiting historic residences where time seems suspended. Indulging to stop sip a coffee at an outdoor table offers an unprecedented perspective of the *Bel Paese*, or beautiful country.

For those who wish to experience the lake's more jovial spirit, nothing is more authentic than an evening out for everyone at a *bocciofila* (bocce court), where time seems to slow down between a game of bocce, laughter, and dinner with friends. The scene gathers younger generations as they rediscover the pleasure of being together.

One could then continue towards **Liguria** and stop in **Camogli**, a village perched above the azure waters of the Ligurian Sea. There, it's

worth trying a distinctly local custom: focaccia with cappuccino, a surprising yet captivating combination, symbolizing a simple way of life that gracefully endures passing trends.

A stop in **Genoa** is a must, to get lost in the city's narrow alleys and hunt for surprises. In the historic center, an Art Nouveau Barber shop - one of Italy's oldest - which hides like a jewel. Continue onward, immersing oneself in the medieval Carmine district, all the way to the base of the Mediterranean's tallest lighthouse, enjoying the most authentic soul of a city full of surprises, perhaps with a creamy gelato by the water's edge.

From there, the journey can head north towards **Milan**: a visit to historic neighborhoods and a tour amidst industrial archaeology and innovative buildings, urban gardens and hidden courtyards, revealing the city's true face. One might then stumble upon bars that have retained a vintage elegance, where one can admire design and style and sip a proper espresso, or have lunch in a typical *trattoria* to rediscover ancient recipes with a modern twist, or linger before a historic workshop that preserves the quality of a traditional art - be it a printing press or a kiln, a *gipsoteca*, a collection of plaster casts, a silent place where the white plaster preserves the memory of forms and bodies, inviting a different perception of time.

From Milan, the next destination could be the **Island of Elba**, not just to discover its beaches and crystalline waters, but also castles and archaeological remains, paths fragrant with Mediterranean scrub, and small museums preserving the memory of its working-class heritage, all while enjoying the ferry crossing.

Returning to the mainland, the next stop is **Ghizzano**, a tiny Tuscan village known as "the rainbow village" for its widespread contemporary art installations that engage with the landscape and the community. A perfect example of the most beautiful villages scattered across the peninsula, here the Italy of rolling hills and human-scaled rhythms embraces the modernity of art and creative experimentation, giving rise to an idyllic place for quality of life.

At this point, many directions would be possible, but our tour leads us directly south, to **Palermo**: a crossroads of cultures, colors, and contradictions, a city of blends that admirably unites antiquity and contemporaneity. Every July, its streets light up for the **Feast of Santa Rosalia**, the city's beloved patron saint. Here, popular traditions and festivals animate the streets, transforming them into an open-air theater where sacred and profane mingle with a daring distinct to Sicily, revealing the island's deepest soul.

The 'tour' hidden within the shots of the Lavazza 2026 Calendar, is a compendium of places that express the essence of 'Italianness' distilled through the gaze of photography master Alex Webb. The photographs, for those who seek not just places to see but experiences to live, tell of a way to inhabit Italy and to "live Italian style". Webb's photographs suggest we embrace the wonder awaiting in the unexplored corners of our cities, with lightness, allowing ourselves small moments of daily joy. A narrative whose common denominator is coffee and the pleasure contained in every cup, an entirely Italian heritage that Lavazza shares with the entire world.

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