

2025 LAVAZZA CALENDAR

Let's
blend!
130 YEARS FORWARD

LAVAZZA

PRESS KIT



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Let's Blend!

130 YEARS FORWARD



The 2025 Lavazza Calendar by young talent Omar Victor Diop explores the concept of blending 130 years after the company was founded

November 6, 2024

Who knows whether Luigi Lavazza imagined a hundred and thirty years ago that the Lavazza coffee blend he'd just created would go on to embody such innovative values that they would still be relevant over a century later. It was certainly his hope, because he believed that the secret of quality coffee lay in the composition of the blend, and because his visionary talent recognised the potential of coffee as a prized material that would bring the stories of millions of people together over a steaming cup of coffee.

Continuing in the vein of the last two editions of the Calendar, which focused on collaboration and inclusion, for 2025 Lavazza has chosen the 'blend' as the key concept driving the aesthetic approach behind the shots in the new Calendar, with creative direction by advertising agency **Armando Testa**. In the words of **Francesca Lavazza, Lavazza Group Board Member**: *"With this project we want on one hand to emphasise the importance of the art of blending as a source of inspiration since 1895, but also the importance of the people who have contributed to the Group's growth and success and are in the process of building its future. Let's Blend - 130 years forward is a choral calendar that takes us into 2025."*

To celebrate the anniversary, Lavazza chooses to talk about the present and, above all, looks to the future by commissioning new generation talent Omar Victor Diop to produce the images in the Calendar. Diop is an extraordinarily elegant French-Senegalese artist who creates a **single choral photograph** in which joyful chromaticism expressing the visual vibrancy of his home culture is combined with skilful composition that references the great tradition of Renaissance painting, giving life to four *tableaux vivants* that celebrate the idea of the encounter and blending, adapting it according to two key concepts. The leitmotif linking the four seasons, dominated by shades of light blue, pink, green and ochre, is the counter that symbolises the place where

multiple cultures and experiences come together through a shared love of coffee. The photographs, which compose a symphony of the four seasons, are populated by 36 protagonists invited from the world of Lavazza to embody certain key moments in the Group's history.

Every triptych features a 'talent', a prominent personality linked to the world of Lavazza, surrounded by the protagonists chosen for the story that will lead to the celebration of a hundred and thirty years since the Company was founded.

Francesca Lavazza comments: *"With the Let's Blend project we wanted to symbolically create a great reunion, in which everyone who shares the same value finds visibility in a collective fresco made up of 36 people. The photographer, ambassadors, chefs, baristas and trainers, with the Group's collaborators and long-standing partners... a blend with different roots, origins and roles, but all sharing Lavazza's values and with the task of propelling them into the future."*

So, it's in front of the endless counter of an ideal bar that a new concept of extended community is created, based on shared values, aimed at fostering the richness of difference.

Just like a blend, which in coffee brings together a mixture of original characteristics and whose result is always more than the sum of its parts, so the union of people who share the history of Lavazza - from the baristas who devote care and attention to every aspect of preparing and serving their coffee to the internationally renowned designers who develop tools and environments - contributes to



defining the magic and uniqueness of a brand like Lavazza. It's a tribute to an idea of warm humanity that weaves relationships between equals and believes in know-how and contamination, a humanity that welcomes the other and broadens its horizons, recognising the extraordinary value of every person.

The images for the twelve months of the Calendar form **a narrative that unfolds as if in a single long take and tells multiple different micro-stories, the "molecules" that make up a larger collective story.**

Jannik Sinner, Massimiliano Caiazzo, Whoopi Goldberg, Tullio Solenghi, Big Mama, Omar Victor Diop, Sara Gama and Omar Hassan appear alongside Ambassadors Daniela Fatarella General Manager Save the Children Italy, designer Cino Zucchi and Chefs Norbert Niederkofler, Federico Zanasi and Chiara Pavan. These famous names are featured with Lavazza people, with professionals including coffee specialists, baristas, trainers and even Luigi, the friendly robot in the Pleasure Makes us Human Global Campaign, who represents the more futuristic side but is also rich in Brand sentiments. The triptychs, which are compositions of **carefully selected objects with a precise meaning**, like clues in an intriguing treasure hunt, expound the concepts of **Blending Times**, which brings together personalities of different generations, **Blending**

Roots, in which each subject showcases their different origin, **Blending Cultures**, a mixology of different traditions and cultures, and lastly **Blending Minds**, where complementary attitudes, skills and professions are mixed together. They are people who work in different fields and express themselves in art, sport, culture, business, gastronomy and innovation, all areas where Lavazza has an active role to play.

Blending is therefore a "kind of foundational word in the Lavazza dictionary", says **Michele Mariani, executive creative director at Armando Testa Group**, who also explains that "we thought it was important and interesting to underscore this concept. Talking about blending today highlights a major value at a time in which the world seems a little more problematic, a little more arid and often unmindful of differences. So, the invitation to collaborate, share and coexist is now more than a desire, it's a necessity".

Following in the footsteps of the 2024 Calendar - *More than Us* - with images by African photographers Thandiwe Muriu, Daniel Obasi and Aart Verrips, the new Calendar by Omar Victor Diop showcases Africa's centrality as a continent of innovation, no longer 'emerging' but now a group of countries and cultures in great ferment. A symbolic place of the utmost importance for the Group. "*Africa is a place of identity*," says Francesca Lavazza, "*because it's the original home of the coffee bean (the Kafa region of*

Ethiopia) but also a continent of harmony, bursting with energy, experimentation and belief in the future. All values in line with Lavazza's DNA. With its natural wealth, Africa is also the stage for a number of sustainable development projects by the Lavazza Foundation, through which 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 development".

With the 2025 Calendar, Lavazza is continuing its advocacy of responsible business practices and universal values. **An international Group with over 5,500 people, Lavazza puts the values of sustainability and inclusion** at the centre of its growth, moving forward with the mission it embraced 130 years ago, in which people and the environment are now the true protagonists. Connected, to create something precious together.

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 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 and about 5,500 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 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 the times that is also reflected in the attention to 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 sustainable value for shareholders, collaborators, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.



Omar Victor Diop

A talent born of cultural blending



Omar Victor Diop was born in Dakar in 1980. After studying Corporate Communication and Project Management in Dakar and Paris, he started out in finance and corporate communication but in 2010 decided to devote himself to art. He made his international debut in 2011 at the Pan African Exhibition – Photography Biennial in Bamako (Mali), where he presented *Fashion 2112: The Future of Beauty*, a project exploring the theme of sustainability and consumerism but also what we consider to be standards of style.

Diop made his name in fashion photography and developed his authorial idiom above all in portraiture. Often appearing as a subject in his own work, Diop is an artist with eclectic tastes and a style combining a passion for detail redolent of Flemish painting with the Iberian tradition and that of the Italian Renaissance. Classical elements from western art are grafted onto the visual culture of his origins, the geometrical elegance and colours of native arts, a passion for textiles and fashion, Japanese painting and religious iconography. Major influences on him include eclectic French artist Jean-Paul Goude (a 'flamboyant' talent raised between Esquire and Studio 54 in New York) and various big names in African portrait photography, such as Mama Casset, the first great African photographer, Malick Sidibé, considered the most important on the continent, and Seydou Keita from Senegal, all of whom have documented the face of a country in ferment with portraits expressing the full complexity of a society animated by profound contradictions.

While engaging in studio photography, Diop also experiments with different forms of expression, such as collage and creative writing, textile design and fashion. In his work, formal beauty, colour and the richness of the *mise-en-scène* invite the viewer to think about the criteria of representation and the subjects represented. At the core of these considerations is black subjectivity in relation to Eurocentric culture and the diaspora, themes

that Diop treats by challenging the commonplace and subverting the codes of representation.

Over the years, he has put his name to major campaigns for African designers and French brands including Louis Vuitton, Lancel and Pernod Ricard. His photographs have appeared in magazines including *Harper's Bazaar*, *Vogue España* and *Madame Figaro* and are included in the collections of important museums such as the Fondation Louis Vuitton in Paris, the Brooklyn Museum in New York and the Musée de la Photographie de Saint-Louis in Senegal. He has featured in numerous personal and collective exhibitions and taken part in international festivals including Paris Photo, Les Rencontres d'Arles, the Summer of Photography Festival in Brussels, the 1-54 Contemporary African Art Fair in New York and Kyotographie in Japan. His first monograph, *Omar Victor Diop*, was published in 2021 by 5 Continents Editions.

Omar Victor Diop currently lives between Dakar and Paris.



Blending Cultures



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Blending Cultures



Mélanie Mosseux

Category Manager,
Carte Noire,
Lavazza Group, Paris.

Whoopi Goldberg

Pop culture icon, actor,
comedian, author,
Lavazza lover.

Fatima Wedberg

Coffee Specialist
and Training Manager,
Lavazza Group,
Stockholm.

Robin Richard

Head of Training Center
& Brand Ambassador,
Lavazza Group, Paris.

Marie Hini

Marketing & Communication
Director, Lavazza Group,
Paris.

Sebastiano Marcarini

Specialty coffee
& latte artist,
Lavazza Ambassador.

Omar Hassan

Contemporary Artist,
Painter and Sculptor,
guested at Nuvola Lavazza
with his art.

Chiara Pavan

Starred and
Green Starred Cheffe,
Lavazza Cheffe Ambassador
based in Mazzorbo, Venice.

Tullio Solenghi

Italian pop culture
character, multifaceted
actor based in the
"Paradiso Lavazza"
commercials from 1995
to 2000.

A mixology of different traditions and cultures

Cool shades of light blue evoke the winter months, defining the first triptych in the grand scheme of the 2025 Lavazza Calendar created by Omar Victor Diop, under the creative direction of Armando Testa agency. A single image in which we can explore the world of Lavazza by examining not only the faces of its protagonists and their professional profiles but also the key moments in the story of the Brand, represented by its most iconic projects over the years.

This first triptych revolves around the concept of **Blending Cultures**, a theme that underpins all Lavazza's activities and characterises its identity.

We are made of gradients. Transversal creatures full of nuances, who live many lives in just one. The social fabrics in which we move and the ways in which we speak, eat, learn, dream and relate to one another define us as complete beings only in our plurality.

The meeting of such heterogeneous passions and backgrounds produces a narrative in which the chromatic range of differences points up the individuality of each one, highlighting the wealth of Lavazza's human capital.

The middle section of the image features the smile of award-winning Hollywood actress **Whoopi Goldberg**, a multi-faceted personality who is also a singer, TV presenter and activist working in various cultural fields, as well as being a great lover of coffee who represents all the people who choose Lavazza every day.

Panning from left to right, we see **Melanie Mousseaux**, Manager Promotion Carte Noire SAS, and **Robin Richard**, Head of Training Center & Brand Ambassador at Lavazza Group Paris (Boulogne, France), representing Lavazza employees; moving into the universe of bars, we have **Sebastiano Marcarini**, expert bartender and carpenter, who designed and produced his own bar and its decor. From bars we move to the world of Top Gastronomy, signalled by a pink chef's hat and represented by chef - and as of this year Lavazza Ambassador - **Chiara Pavan**, a stand-out figure in the foodservice industry thanks to her 'Venissa' restaurant in Mazzorbo, which has a

Michelin Star and a Green Michelin Star for its environmental approach. Here, she developed a 'zero-food-metre landscape cuisine' based on products grown on site.

Moving right, we're introduced to other Lavazza employees around the world, such as **Fatima Wedberg**, Training Center Manager and Product Specialist at Lavazza in Stockholm, Sweden, and **Marie Hini**, Marketing & Communication Director / Away from Home, Paris, France; while sitting on top of the counter with cans of coloured paint, we have **Omar Hassan**, who is our guide into the world of art. Hassan is an **artist with an unusual background**: the son of an Egyptian father and an Italian mother, this promising young boxer had his sporting career cut short at the age of 19 by diabetes. As a result, he decided to return to his first passion and devote himself to painting and street art. Invited to take part in the 2011 Biennale di Venezia and short-listed for the prestigious Premio Cairo, he was one of the talents hosted at Nuvola Lavazza and featured in the 2023 Quarta Civitas exhibition dedicated to Turin, marking the fifth anniversary of the opening of the Company's headquarters in the Aurora district.

The triptych is completed by **Tullio Solenghi**, actor, stage director, voice actor and unforgettable star of Italian comedy as a member of 'Il Trio' with Anna Marchesini and Massimo Lopez. **From 1995 to 2000, he was the face of Lavazza's celebrated 'Paradiso' campaign.**

This is the first step in a sort of round the world trip, sliding along the counter of an imaginary bar where even the architectural details have a meaning: the arched windows, like the niches behind the subjects, pay tribute to Italianness as the key to Lavazza and its connection with the great traditions of art, while the landscapes - alternating seamlessly in the background like the souvenirs and other objects inhabiting the scene - suggest the **blending of cultures that is the conceptual key to the representation.**

Defined by a delicate yet vibrant and extremely contemporary palette, the first 'trilogy' of shots already contains the iconic elements of the 2025 Calendar.

The meeting of different cultures is the necessary condition not only for expressing the potential in each of them, but also for creating an even greater collective story, one that is our tomorrow, that we can all contribute to with our abilities, that is our individual baggage and that intersects with the infinite nuances of the humanity we belong to. Where 'I' is also, at last, a 'we'.

Let's
blend!

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Blending Times



Let's
blend!
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Blending Times



Arne Anker

Top German chef and Lavazza Ambassador of Indulgence, passionate about coffee and creating innovative recipes with coffee.

Barbara Grigolon

Owner of "Grigolon" historic café and pastry shop in Mondovì, Italy, open since 1912.

Noah Russel

National Account Manager, Lavazza Group, Philadelphia.

Massimiliano Caiazzo

Young and talented Italian actor. Part of a communication project on the "A Cup of Learning" programme.

Jannik Sinner

One of the youngest professional tennis players to be ranked as the World No. 1. Lavazza Brand Ambassador.

Massimo De Angeli

Italian Electro Retailer Distribution Manager, Lavazza Group, Torino.

Anna Corazza

Digital Platform Manager, Lavazza Group, Torino.

Daniela Fatarella

CEO, Save the Children Italy.

Michele Pulcher

Coffee Trainer and Training Center Ambassador, Lavazza Group, Torino.

A mix of different generations

Omar Victor Diop's second triptych for the 2025 Lavazza Calendar, under the creative direction of Armando Testa agency, celebrates spring in delicate shades of pink and revolves around the idea of **Blending Times**.

On the timeline, generations blend with one another, unite and overlap their languages in a chorus of voices that are different every time but always complementary.

The experiences of individuals and their growth and development contexts are fertile terrain that arouses emotions and ideas, values and deep changes.

The encounter occurs not only in geographical and cultural space but also in time. Different generations are mirrored in each other's eyes as they exchange knowledge and enthusiasm, crafts and experimentation, tradition and discoveries. It's a dance in which past and future converge to feed a present full of possibilities, open to a steady stream of opportunities. We imagine reality as a space containing the possible, in which ideas, people and environments can flourish together.

At the centre of this vision is **Jannik Sinner**, a champion loved worldwide and the first Italian to become **no. 1 in the world tennis ranking**, a brand Ambassador since the beginning of 2019 and the protagonist of the new campaign for the 'Lavazza a modo mio' espresso machine system. Hence the tennis balls in a nod to **Lavazza's association with tennis**, a sport in which the brand has partnered with the Grand Slam tournaments for over ten years now, recognising that they share so many of the same values.

Starting from the left, we then see **Arne Anker**, a Berlin restaurant owner (BRIKZ Club) and Lavazza Ambassador; **Barbara Grigolon**, bartender and owner of the storied 'Grigolon' in Mondovì, Cuneo; **Noah Russel**, National Account Manager at Lavazza, Philadelphia Area, and **Massimiliano Caiazzo**, the actor and Nastro d'Argento winner who plays Carmine di Salvo in the successful Italian TV series Mare Fuori. In a set featuring coffee beans and

luxuriant bushes, we also catch a glimpse of a **rocket** through a window, alluding to **Coffee in Space**, the project that led to the **ISSpresso**, the first espresso capsule machine for use in space, produced for the International Space Station by Argotec and Lavazza in a public-private partnership with the Italian Space Agency. The first espresso coffee in space was tasted by astronaut Samantha Cristoforetti.

On the right are **Massimo De Angeli**, Italian Electro Distribution Manager, and **Anna Corazza**, Digital Marketing Area, both at Lavazza Italia, and then **Daniela Fatarella**, General Manager at **Save the Children** Italia, a Lavazza partner for 20 years now (the organization that has been fighting to save children at risk for over 100 years and guarantee them a future). The sequence is brought to a close by **Michele Pulcher**, Coffee Senior Trainer in the international team at the Lavazza Training Center.

The meeting of generations creates a time machine with which we can discover creative solutions to shape the present and plan for tomorrow. Magic born out of what we call Blending Times.

Let's
blend!

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Blending Roots



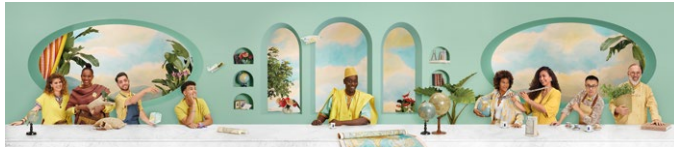
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Blending Roots



Emelie Juliane Keller

From a family of coffee growers in Guatemala to an Internship at Fondazione Lavazza.

Malisa Mukanga

Former Country Manager, Hanns R. Neumann Stiftung Africa, Uganda.

Samuel Dragutinovic

Trained coffeeler, part of the "A Cup of Learning" programme.

Hossam Ahmed Mohteser Sayd Ahmed

Coming from a long journey from Egypt to a new life, starting from Save the Children's Civico Zero centre in Torino.

Omar Victor Diop

International artistic talent. 2025 Lavazza Calendar photographer.

Sara Gama

Italian professional football player and Sport Manager. Captain of the Juventus Women Football team.

Suzie Shehab

UK Senior Digital Marketing Manager, Lavazza Group, London.

Xusheng Chen

Barista at the Lavazza Flagship store in Shanghai, the first in Asia.

Norbert Niederkofler

Starred and Green Starred Chef. Lavazza Chef Ambassador based in Italy's Alto Adige Region.

A mix of cultures and traditions

Summer in the 2025 Lavazza Calendar is in cool shades of pastel green, and at the centre of the third triptych's composition is the author of the images himself, photographer and artist **Omar Victor Diop**, who has worked under the creative direction of Armando Testa agency. A presence radiating optimism and vitality, whose multicultural identity embodies the concept of **Blending Roots**.

Distant origins that become close, geographies that come together and intertwine creating cosmopolitan and international identities, citizens of the universe. Travelling the world is a journey that gives wings to our roots, projecting us towards a future in which there is never just one horizon.

The fresco that Diop created for the three summer months opens on the left with **Emelie Juliane Keller Plocharski**, an intern at the Lavazza Foundation who comes from a family of coffee growers. Beside her is **Malisa Mukanga**, Uganda Former Country Manager at Hanns R. Neumann Stiftung, that implements projects to improve the living and working conditions of small local farmers and their families. Two stories far apart whose origins intersect thanks to coffee beans and the Lavazza Foundation's activities around the world.

They are followed by the faces of two other young professionals: **Samuel Dragutinovic**, a participant in the training provided by Lavazza Foundation's **A Cup of Learning** project, and Hossam **Ahmed Mohteser Sayd Ahmed**, ambassador for the Save The Children/Lavazza Foundation project CivicoZero, which is opening multicultural centres for young foreigners (minors and young adults) in various Italian cities, with which the Lavazza Foundation has also collaborated.

And on the right, the group of protagonists includes the talented **Sara Gama**, captain of the Juventus Women's football team and a participant in the Lavazza Qualità Rossa project 'All of Italy in a coffee. A journey 50 years long'. She is followed by **Suzie Shehab**, UK Head of Digital

Marketing, Lavazza Group, and **Xusheng Chen**, barista at Lavazza's flagship store in Shanghai.

The sequence is closed by chef **Norbert Niederkofler**, Lavazza Brand Ambassador and creator of CARE's - The Ethical Chef Days, a project bringing together high gastronomy and sustainability. He has won three Michelin Stars and a Green Michelin Star with his restaurant 'St. Hubertus'. His philosophy? Everything starts with respect for nature, the environment and animals, and only ingredients sourced from the 'here and now' are used in his kitchen.

In a set featuring globes and maps, the Lavazza brand's multicultural vocation and commitment to empowering local communities find expression in a photograph in which people with different backgrounds and profiles mirror one another to paint the face of a humanity that cultivates togetherness and the value of difference.

Let's
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Blending Minds



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Blending Minds



Cino Zucchi

International Architect.
Designer of Lavazza's Torino Headquarters, Nuvola.

Andrea Da Ros

Coffee Trainer and Training Center Ambassador, Lavazza Group, Torino.

Florian Seidl

Design Manager, Lavazza Group, Torino.

Antonio Santoro

Production & Product Quality team leader, Lavazza Group, Torino.

Big Mama

Italian rapper and songwriter, Inclusive beauty and body positivity activist.

Julia Nordhaus

Head of Portfolio Home & Away-from-Home, Lavazza Group, Frankfurt am Main.

Adonis Malamos

Owner of a legendary café in Mannheim and passionate photographer. He has published a book with a collection of the most beautiful coffee houses in Europe.

Federico Zanasi

Executive Chef of Lavazza's Condividere restaurant in Torino and Lavazza Brand Ambassador.

Luigi

A robot with an artificial intelligence and a human heart.

A mix of very different talents

The fourth and last triptych in the 2025 Lavazza Calendar glows with the warm tones of ochre to conjure up autumn. The final part of Omar Victor Diop's fresco, under the creative direction of Armando Testa agency, revolves around the concept of **Blending Minds** and focuses on the theme of professions, understood as expressions of a practical attitude, of knowledge to share but also something more impalpable that has to do with the unique spirit of the individual.

Art, science, technology, inventiveness, philosophy, knowledge, strategy, communication. Every inclination of our spirit is a gift to be valued and shared with the world. Combining our skills can create a cultural heritage that comes to life through the fusion of our deepest talents.

Standing out at the centre of the triptych is Italian rapper **Big Mama (Marianna Mammone)**, who recently collaborated with Lavazza and the Lavazza Foundation. A revelation on the music scene in recent years, her lyrics champion the values of inclusion and defending human rights.

Starting from the left, the first personality at the counter is internationally renowned architect **Cino Zucchi**, whose numerous prestige projects include the Group's Nuvola Lavazza Headquarters in Turin, referenced in this photo by the **cloud** floating over his head. To his right, **Andrea da Ros**, Coffee Trainer at Lavazza, with **Florian Seidl**, Design Manager, and **Antonio Santoro**, Team Leader at the Settimo Torinese production plant. A cross section of the numerous professions at work in Lavazza.

Further right are **Julia Nordhaus**, Marketing Area and **Adonis Malamos**, barista, both employed by Lavazza in Germany. And concluding this imaginary round the world trip – note the two little **hot air balloons** in the sky behind the protagonists – are two very different figures: **Federico Zanasi**, Chef at the Michelin-starred 'Condividere' in Nuvola Lavazza in Turin, a restaurant launched by Lavazza in collaboration with the international gastronomy

authority and symbol of avant-garde cuisine Ferran Adrià, a Lavazza partner since 2000. Zanasi is holding out a cake celebrating the Company's 130th anniversary, but the task of lighting the candles is entrusted to Luigi, the sentient robot from the Pleasure Makes us Human global campaign. In this campaign, Luigi is an efficient assistant with a passion for coffee and some very human feelings. He expresses a hope that technology will become increasingly close to people in the future, but in a way that reminds us of the characteristics that make us human.

Blending Minds means connecting techniques, knowledge and different attitudes to bring our communities closer to people's needs, making them more vibrant, more innovative and more sustainable. It's the recipe that produces the talents who are already imagining our tomorrow.

Let's
blend!

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Credits

Supervision & Coordination	Luigi Lavazza S.p.A. Francesca Lavazza , Member of Board Luigino Finelli , Creative Content Production Manager
Photographer	Omar Victor Diop
Creative Project Executive Creative Director Creative Directors	Armando Testa S.p.A. Michele Mariani Andrea Lantelme Gabriella De Stefano Paolo Fenoglio
Graphic Designer Project Manager Digital Client Service:	Michela Repellino Gina Graci Francesca Romaldo
Production Advisor & Talent Management	The Producer International
Production Company Executive Producer Producer	The Box Films Federico Levizzani Maria Elena Amatulli
Lighting Director Digit Tech Retoucher Set Designer	Estelle Chauffour Cesare Maragnano, Nicholas Beutler, Andrea Mariniello Marine Woehl Stefano Grossi
Stylist Stylist BigMama Stylist Massimiliano Caiazzo Make Up Artist Hair Stylist	Giuseppina Maurizi Cristian Lorenzoni Ramona Tabita Fulvia Bartoli Antonella Muggeo
Groomer - Londra @OneRepresents Hair and Make Up BigMama Hair Stylist Whoopi Goldberg Make Up Artist Whoopi Goldberg	Sarah Whiteside Serena Polh Diarra Sidibe Renata Di Leone
Film-maker	Mattia Ruggeri

Special Thanks

Renata Rinaldi	Lavazza Group Creative Content and Brand Image Department
Chiara Barlassina	The Producer International
Carlo Sgarzi	Red Joint Film



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