



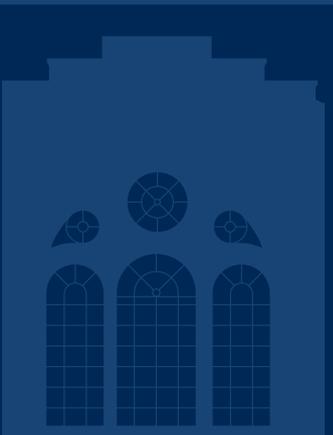
LAVAZZA

TORINO, ITALIA, 1895

Press Kit

**NUVOLA LAVAZZA
OPENING**

Turin, April 12th, 2018





LAVAZZA
TORINO, ITALIA, 1895

01 Nuvola Lavazza Opening

**Press
Release**

NUVOLA LAVAZZA, THE LEADING GLOBAL COFFEE COMPANY'S NEW HEADQUARTERS COMPLEX OPENS TODAY IN TURIN, ITALY: A SPACE FOR SHARING PROJECTS, FOOD AND CULTURE

With strong ties to the territory and a high propensity for innovation, the Nuvola Lavazza, designed by architect Cino Zucchi, showcases its "roots in the future", embodying the Company's values and over 120 years of history.

An area open to the city, Italy and the world, where the Lavazza's new headquarters dialogue with a gourmet restaurant and an interactive museum, a large events space and an archaeological area, an innovative Bistrot and the home to the Institute of Applied Arts and Design (IAAD).

A unique project nurtured by the fourth generation of the Lavazza family and co-created along with leading figures in architecture, food, scenography and design, a "Golden Team" starring Cino Zucchi, Ferran Adrià, Federico Zanasi, Dante Ferretti and Ralph Appelbaum

Turin, Italy (April 12th, 2018) – A new **cloud appeared over Italy today** and descended on Turin. It's a **30,000 square meter** cloud, called the **Nuvola (cloud in Italian)**, that produces **ideas** and **jobs, food** and **culture**. The "Nuvola" is **open to the world** and has the distinctive flavor of Italian coffee, as well as that capacity typical of clouds to **excite the imagination** and make us gaze into the distance. Towards over 90 countries across all the continents. Towards the future.

Indeed, today sees the opening of the **Nuvola Lavazza**. Much more than the new headquarters of the company that invented the art of coffee blending in the early 20th century and became the global ambassador of authentic Italian coffee, it's a complex that takes on different forms, as clouds do, according to its multiple roles. The Nuvola Lavazza is an **avant-garde office building** designed for the wellbeing of employees and with the utmost respect for the environment. It's a **gourmet restaurant** and symbol of a new philosophy of light-hearted and informal food sharing, a new vision of contemporary Italian cuisine. It's also a **museum** that opens up the universe of coffee, its rituals and Lavazza's communications successes. And that's not all: the Nuvola is a **piazza** open to the public, with the visible remains of an early Christian **basilica** (on the archaeological site) and a large **events space** for debates, congresses and cultural events. It's a **Bistrot** for Lavazza employees but also for the public and, lastly, it's home to the **IAAD (Institute of Applied Arts and Design)** and its over 700 young creatives.

With an investment of over **120 million euros**, the Nuvola Lavazza embodies the Company's values and over 120 years of history. Designed by architect **Cino Zucchi**, the project gives a smart new converted look to the Aurora district, and it's been designed to inspire people, foster dialogue, offer cultural, social, business and food experiences. Nuvola Lavazza highlight its "**roots in the future**". Indeed, it's a whole ecosystem that draws strength from the past and new energy from dialogue, inspired by the need for continual innovation.

Roots in the future - "*The Nuvola Lavazza contains our memories and our future,*" says Group chairman **Alberto Lavazza**. "*Its roots are firmly planted in the city, and the Aurora district where we first grew on an industrial scale, but it's also an avant-garde complex capable of interacting with the whole world and launching us into the future. So we like to think that the Nuvola Lavazza has its roots in the future, because we're convinced that the future can only ripen well if its roots go deep.*"

Portal open to the world - "*We wanted the Nuvola Lavazza to be much more than the efficient and innovative headquarters of a modern company,*" explains Group Vice Chairman **Giuseppe Lavazza**. "*It's a huge portal linking our Company, the city where we were founded and over 90 countries in which Lavazza operates. It is in*



Turin and its Aurora district where we decided to continue to grow. This is why Nuvola is also an expression of our determination and will to become leaders in innovation, growth and prosperity to the community and the place with which we come in contact. Nuvola gives a renewed and energetic continuity to the Lavazza business: a symbol of openness and sharing where people mix, working together, producing, exchanging ideas, discussing and communicating with the world."

Certified sustainability - "Nuvola Lavazza is a unique and innovative place, an open space that embodies our values and history and offers experiences of taste and culture alongside public events," adds Group Vice Chairman **Marco Lavazza**. "Nuvola also has characteristics that are less noticeable but extremely important to us. Its entire design, in fact, is centred on people's comfort, energy saving and protecting the environment. Our Nuvola project restores a part of the city that was developed for industrial purposes and will now grow under the banner of sustainability. Speaking of which, our offices obtained the highest level (Platinum) of LEED certification, which evaluates energy and environment-related aspects of new constructions. Meaning that the Nuvola Lavazza was judged to be one of the most eco-sustainable buildings in the world."

Sharing - A new philosophy of life, work and social interaction based on the **principles of openness, sharing and business** is heralded with the inauguration of the Nuvola Lavazza and the upcoming opening of the Condividere and the Lavazza Museum on June 8th. The aim is to privilege the value and quality of time and experience. All in all, Nuvola means sharing **PROJECTS, FOOD** and **CULTURE**.

PROJECT SHARING

Projects and ideas, co-creation, the capacity and courage to innovate. The Nuvola Lavazza was designed – from the very first **sketches** by architect **Cino Zucchi** – as an engine of dialogue and an activator of projects and ideas. Starting with the building that hosts Lavazza's new offices and its harmonious forms reminiscent of a huge cloud, which explains the name of the 18,500 m² site, Nuvola Lavazza.

HEADQUARTER

The distance from **via San Tommaso 10** to **via Bologna 32**, two addresses that encapsulate Lavazza's history and future, is a little over a kilometer. Via San Tommaso 10 was the tiny grocery where the company's founder Luigi Lavazza embarked on his entrepreneurial adventure in 1895, while via Bologna 32 is now the entrance to the Company's new offices, where **over 600 employees work** through direct connections with over 90 countries in which Lavazza operates.

The HQ is the throbbing heart of Nuvola Lavazza, a building designed to reuse and recycle resources and best interpret the concept of a **sustainable enterprise**, the true mission and challenge of contemporary architecture. That is why everything is designed to maximize people's comfort, save energy and limit the use of water thanks to the use of avant-garde technology.

With **Platinum LEED® certification** – the highest level in this energy-environmental performance assessment system – the new Headquarters is an excellent example of smart working. Indeed, over 90% of the offices are open space, with high-tech meeting facilities offering various capacities. The functional areas were co-designed with their own work teams and the innovative furnishings facilitate sharing and efficiency whilst ensuring comfort and wellbeing.

LA CENTRALE

Cino Zucchi's project recovers and upgrades the site of a former power plant in the Aurora district. Where once there were noisy machines there is now a flexible **4,500 m²** facility that exploits another source of energy, or interactions and ideas.

The main part of the building houses the Nuvola's large **events space, La Centrale**, which can accommodate up to a thousand people and will host various kinds of events including debates and congresses, as well as musical, artistic and other cultural activities.



FOOD SHARING

There are no good ideas without food, and food is not only a matter of taste. The Nuvola Lavazza's two areas dedicated to gastronomy are in the lateral hall of La Centrale, on the side overlooking the piazza open to the city.

CONDIVIDERE - opening to the public on June 8th, 2018

Gourmet is now informal too. Condividere is the expression of a new philosophy of taste and a new foodservice format inspired by the idea of **informally sharing high gastronomy**.

Ferran Adrià's concept, **Dante Ferretti's** décor and chef **Federico Zanasi's** cooking merge to form a unique gastronomic experience in a magical place. Condividere focuses on the raw materials, the substance of food and its quality, and rediscovers the deeper dimensions of Italian hospitality, like spontaneity and good cheer. Time regains its value and quality by almost seeming to stop.

With its menu by **Zanasi**, this restaurant aspires to a paradigm shift in **contemporary Italian cuisine**. Condividere also has a separate and specifically equipped area where diners will go for the end of the meal, making it the first restaurant to attribute more value to desserts and the ritual of coffee.

BISTROT

Quality time and maximum wellbeing are the two principles underpinning the Nuvola Lavazza's Bistrot, an **innovative communal dining space** that supersedes the old company canteen concept. Here Lavazza employees can eat shoulder to shoulder with IAAD students and local residents or spend their lunch break with friends or family.

Inspired by the Slow Food philosophy the new Lavazza "employee cafeteria" proposes a menu developed with the diner in mind, giving utmost attention to food quality and nutritional composition. The Bistrot represents **food as an engine of social interaction and community building**. The quality and variety of food are what defines this project, in fact, the menus are fresh and their nutritional values are carefully balanced, they change every day and are arranged in three "restaurant islands": **¡Tierra!** for green and health food, **San Tommaso 10** for Italian street food and **Murisengo** for traditional Italian and Piedmontese dishes.

CULTURE SHARING

The Nuvola Lavazza is rooted in over 120 years of corporate history and aims to promote culture. Coffee culture, of course, but also the artistic sensibilities of fine photography, creative communication, contemporary architecture and the safeguarding of cultural assets.

LAVAZZA MUSEUM - open to the public from 8 June 2018

"Coffee is always the start of something." **Francesca Lavazza's** words sum up the intrinsic power of coffee - to help generate new ideas, to think laterally - and inspired the Lavazza Museum project. This innovative corporate museum designed by the international firm of **Ralph Appelbaum** offers a journey through global coffee culture from sensory and emotional angles, a journey interwoven with the history of the Lavazza family and - through it - Italian industrial 20th century history.

An interactive coffee cup, a remarkable multimedia system and evocative texts written by the **Scuola Holden** (a leading Turin-based storytelling institution) under the supervision of **Alessandro Baricco** mean that visits can be enjoyed on a personalized and highly experiential level. The Museum is made up of five "galleries": **Casa Lavazza** (*Lavazza home*) traces the company's more than 120 year history, **La Fabbrica** (*the factory*) focuses on coffee production, **La Piazza** (*the square*) celebrates the ritual of coffee, **L'Atelier** (*the*



LAVAZZA
TORINO, ITALIA, 1895

01 Nuvola Lavazza Opening

**Press
Release**

workshop) showcases the company's creative projects and **Universo** (*universe*) invites visitors to reflect on their Lavazza Museum experience.

Next door to the Museum are the **Lavazza Historical Archives**, a private facility preserving the company's memories with thousands of documents, stories and images enable the past to be reconstructed with a wealth of detail, data and anecdotal interest. The Archives are designed for ease of consultation and information retrieval as well as to be continuously updated.

ARCHAEOLOGICAL AREA

In 2014, work on the construction of the Nuvola Lavazza unearthed the remains of an early Christian **basilica from the 4th/5th** century and the project had to be modified to safeguard, incorporate and celebrate the archaeological site.

Thanks to collaboration with the city's architectural and cultural authorities, this area of around **1,600 square meters** can now be seen by visitors through a special covering and window that protects the archaeological remains while ensuring they can be admired.

In the center of the Nuvola Lavazza, at the ideal point of convergence of project, food and culture sharing activities, is a green **Piazza open to the city**, where the Headquarters dialogue with La Centrale and the Museum, and Condividere and Bistrot interact with the archaeological area and the IAAD. This Piazza is one of Turin's first *smart areas*, with low consumption LED lighting. It also has a green area designed by landscape designer **Camilla Zanarotti**, who together with the Lavazza family selected trees and plants to make the place especially attractive to the public. The Piazza also provides access to a new public car park counting with 180 spaces.

#NuvolaLavazza

About Lavazza Group

Established in 1895 in Turin, the Italian roaster has been owned by the Lavazza family for four generations. Among the world's most important roasters, the Group currently operates in more than 90 countries through subsidiaries and distributors, exporting 63% of its production. Lavazza employs a total of about 3,000 people with a turnover of more than €2.0 billion in 2017. Lavazza invented the concept of blending – or in other words the art of combining different types of coffee from different geographical areas – in its early years and this continues to be a distinctive feature of most of its products.

The company also has over 25 years' experience in production and sale of portioned coffee systems and products. It was the first Italian business to offer capsule espresso systems.

Lavazza operates in all business segments: at home, away-from-home and office coffee service, always with a focus on innovation in consumption technologies and systems. Lavazza has been able to develop its brand awareness through important partnerships perfectly in tune with its brand internationalization strategy, such as those in the world of sport with the Grand Slam tennis tournaments, and those in fields of art and culture with prestigious museums like New York's Guggenheim Museum, the Peggy Guggenheim Collection Venice, and The Hermitage State Museum in St. Petersburg, Russia.

As the company continues on a strategic globalization path, the Lavazza Group has acquired local jewels in key markets such as France's Carte Noire (2016), Denmark's Merrild (2015) and North America's Kicking Horse Coffee (2017). Additionally, in 2017 the Group amplified its distribution reach with the acquisition of France's Espresso Service Proximité and Italy's Nims.

Visit lavazza.com