



TORINO, ITALIA, 1895

DAVID LACHAPELLE SIGNS THE LAVAZZA 2020 CALENDAR

David LaChapelle is the photographer of the new Lavazza 2020 Calendar. It has been announced yesterday, June 13th, on the occasion of the press preview of the American photographer's exhibition "Atti Divini" of which Lavazza is a partner, held at the Citroniera of the Scuderie Juvarriane of Reggia di Venaria.

Lavazza thus confirms its interest in art and in particular in photography, as well as its strong sensitivity to sustainability in defense of the Earth, which will be at the heart of the artistic project carried out under the creative direction of the Armando Testa agency.

Among the unpublished works in the exhibition "Atti Divini", in fact, there was the preview of one of the Lavazza 2020 Calendar pictures 'Realize - How I Wonder What You Are', an image which is intended to be both a call to awareness and a message, telling how important our planet is, aiming to inspire and move consciences. The sky, the sea, a man at the center of creation and guided by his North star.

The collaboration between Lavazza and LaChapelle dates back to 2002 with the 'Espresso & Fun' Calendar and was renewed ten years later with the American photographer as one of the protagonists of 'The Lavazzers', the 20th edition of the Calendar that brought together 12 masters of photography.

Francesca Lavazza underlines, "*LaChapelle has been able to interpret values in which we strongly believe and it has been a privilege to work with him. We touched on themes of great social impact and tried to tell the story of the importance of reconnecting with nature*".

The Calendar has been shot in **Hawaii** and will be officially presented in Autumn.

Lavazza's commitment to promoting art and culture

Lavazza, founded in Turin in 1895, is an Italian coffee producer owned by the Lavazza family for four generations. One of the world's leading coffee roasters, the Group is now present in over 90 countries through subsidiaries and distributors, with 64% of its revenues generated abroad. Lavazza employs a total of over 4,000 people, with a turnover of €1.87 billion in 2018.

Lavazza has always been committed to promoting the arts and supporting the places where culture comes to life, in a global vision strengthened by its ties with its local area. From the first steps taken with the revolutionary campaign created by the undisputed Italian genius of advertising Armando Testa, to the celebration of artistic creativity represented by the Calendar, Lavazza has always stood out as a pioneer in the visual arts. From photography to design and advertising graphics, Lavazza is now a partner of some of the world's leading art museums, including the State Hermitage Museum in St. Petersburg (Russia), the Guggenheim Museum in New York (USA), the Peggy Guggenheim Collection (Venice) and the Fondazione Musei Civici di Venezia. Lavazza also supports the MUDEC (Museo delle Culture) in Milan, Camera (Centro Italiano per la Fotografia) and the Circolo dei Lettori in Turin, as well as some of the major international artistic and photographic events, including exhibitions by Steve McCurry, author of the ¡Tierra! taken in Honduras, Peru, Colombia, India, Brazil, Tanzania, Ethiopia and Vietnam, which accompany us on a journey of discovery of the coffee trade routes and communicate all the passion and commitment of the Lavazza Foundation towards the communities of caficultores. Finally, over two decades of collaboration with some of the world's leading photographers to create Lavazza Calendars, such as Platon, Helmut Newton, Annie Leibovitz, David LaChapelle and Thierry Le Gouès, to name but a few, have enhanced the value of the project.

For further information – Lavazza Press Office

Marilù Brancato | email marilu.brancato@lavazza.com

Massimo Borraccetti | massimo.borraccetti@lavazza.com

Lara Valenti | lara.valenti@bcw-global.com

Lavazza Coordination Hub | lavazzacoordinationhub@bcw-global.com