

LAVAZZA
TORINO, ITALIA, 1895



THE new humanity.

The 2021 Lavazza Calendar.

PRESS KIT

Press Kit

Artistic project
The calendar The magazine

The New Humanity 2021:
Sustainable art

The New Humanity 2021:
Social engagement

Credits

2021 Lavazza Calendar: The New Humanity. An art project that places man at its centre; a collective of artists in search of a rediscovered humanity

Turin, November 12, 2020 - In a changing scenario in which barriers and distancing between individuals, communities and nations become necessary, Lavazza is trying to build bridges between people, drawing them closer through the universal language of art, the one capable of speaking to the heart of us all. Its aim is to show human beings' extraordinary resilience and generate feelings of hope that will make it possible to build a "New Humanity". A wake-up call to individual sensibility in the hope that from this long and difficult period we may see the rebirth of a society that values solidarity, inclusion, tolerance and sustainable development, values that also guide Lavazza Group's business.

Such is the background to **The New Humanity 2021, a Lavazza art project** conceived and developed under the creative direction of ad agency Armando Testa. It puts the **individual at the centre** by offering a collection of original artistic contributions from outstanding exponents in the world of **photography**, but also **music, poetry, design, architecture and social activism**.

The New Humanity 2021, conceived and nurtured during the lockdown months during last spring, features a **calendar and a magazine, for the first time available to the public worldwide in a limited edition** under a **fund-raising project** in support of **Save the Children**, the NGO that since over 100 years, **fights to save children at risk and guarantee them a future**, of which Lavazza is the longest standing partner. On auction.lavazza.com, in collaboration with the platform CharityStars, from November 12 to November 26, 2020, one thousand 2021 Lavazza calendars will be offered for sale and 12 original photos and a special object put up for auction, with the proceeds going to support **New Horizons**, a project for the most vulnerable young people in India (in the Calcutta area). Lavazza has been supporting this project for the last three years through **A Cup of Learning**, an international programme (in nine countries) run by **Fondazione Giuseppe and Pericle Lavazza** that provides training for socially underprivileged young people seeking employment.

In **The New Humanity 2021 calendar**, 13 masters of **photography** present a new vision of humanity that reflects their personal viewpoints and styles. They are **David LaChapelle, Simone Bramante, Martin Schoeller, Ami Vitale, Christy Lee Rogers, Steve McCurry, Joey L., Carolyn Drake, Denis Rouvre, Eugenio Recuenco, Charlie Davoli, Martha Cooper and TOILETPAPER**.

The New Humanity 2021 magazine also has six cultural “ambassadors” called on to explore and amplify the multiple meanings of New Humanity and stimulate even deeper reflection on the process of restarting and reopening, starting from their own personal experience and sensibility. They are architect **Carlo Ratti**, designer **Stella Jean**, writer **Alessandro Baricco**, actress **Kiera Chaplin**, singer-songwriter **Patti Smith**, and Save the Children International CEO **Inger Ashing**. They work in worlds parallel to photography that enrich our interpretations of the concept of New Humanity using different languages and forms of expression: a design, a written thought, a piece of music, an architectural project...

“For Lavazza The New Humanity 2021 represents not only a new narrative direction, but also an artistic vanguard, for which we wanted around us the people from the Lavazza universe and beyond,” says Lavazza Group Board Member Francesca Lavazza. “Indeed, we created a choral work of images and thoughts, produced by an invisible network of talents who are all very different one from another but united in the use of their sensibilities and skills as ambassadors who can make us think about the universal values that are the real essence of Human Beings”.

The thirteen photographers and six “ambassadors” are the artists and intellectuals engaged by Lavazza in an **avant-garde cultural movement** whose collective force is **inspired by the concept of The New Humanity**: each of us may identify with one or more of these works, remembering how we are all interconnected and how we must now try to stay united in order to be reborn.

“To imagine a new humanity we needed multiple testimonies, and as diverse as possible. That’s why we assembled the looks, voices and thoughts of photographers, writers, actors and musicians in the Calendar. A group “fresco” that enabled us to understand how deep this concept could go,” says Armando Testa Executive creative director Michele Mariani.

On **November 12** at **6pm**, on calendar.lavazza.com, the 2021 Lavazza Calendar will be revealed to the public through the words of its protagonists, in an event dedicated to **The New Humanity** and its key values.

Actor **Pierfrancesco Favino** will be the narrator of this journey, accompanied by the music of **Brunori Sas**, one of the most representative singer-songwriters on the Italian music scene.

The speakers appearing on stage will be Patti Smith, Kiera Chaplin, Alessandro Baricco, Francesca Lavazza, Michele Mariani, Stella Jean, Carlo Ratti, Inger Ashing and the 13 world famous photographers involved in the project.

THE NEW HUMANITY

The concept was sparked by the lockdown in spring 2020, when Lavazza decided to take a position and use its communication resources to speak out in favour of the universal values that are indispensable for the rebirth of humanity in a global scenario of serious adversity. In the meantime, The New Humanity has been inspiring and shaping Lavazza's communication projects into a coherent, integrated and internationally reaching whole, a narrative that has transformed the 2021 Calendar into a multi-discipline art project bringing together artists from different backgrounds.

May 2020 saw the launch of the **international TV campaign "Good Morning Humanity"**, in which the Company uses the words pronounced by Charlie Chaplin at the end of his "Great Dictator" to salute a rediscovered humanity and make a powerful call for the reawakening of individual sensibility.

And in Turin in October, The New Humanity featured in **Beyond Walls**, a project by the **French-Swiss artist Saype**, which Lavazza supported in collaboration with the Municipality of Turin and Musei Reali Torino: two hands grip one another, inviting us to make a collective effort to feel part of a single ecosystem in the "biggest human chain in history", which in Turin marked the 7th stage of a journey that's already taken in the Eiffel Tower in Paris and the Berlin Wall, among other places.

About Lavazza Group

Lavazza, founded in Turin in 1895, has been owned by the Lavazza family for four generations. As one of the world's most important coffee roasters, the Group now operates in more than 140 countries through its subsidiaries and distributors, with 70% of turnover generated on international markets. Lavazza employs a total of over 4,000 people and in 2019 generated sales of € 2.2 billion. Companies that form part of the Lavazza Group include France's Carte Noire and ESP (acquired in 2016 and 2017 respectively), Denmark's Merrild (2015), North America's Kicking Horse Coffee (2017), Italy's Nims (2017), and the business of Australia's Blue Pod Coffee Co (2018). At the end of 2018, following an acquisition, the Lavazza Professional Business Unit was created, which includes the Office Coffee Service (OCS) and Vending systems Flavia and Klix.

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Artistic project

The calendar

Christy Lee Rogers

Visual Artist. Nashville TN, USA.

"Everyday people can be transformed into angelic creatures with the slightest change of perspective, by using tools in new ways and allowing our mistakes to guide us toward new truths".

Christy Lee Rogers is known for her obsession with water as an artistic source, and for breaking the conventions of contemporary photography with her use of it. For over a decade her work has been compared to Baroque painting masters like Caravaggio, with her use of chiaroscuro lighting and dramatic movement. The constant theme and the purpose behind her work is to question and find understanding in the craziness, tragedy, vulnerability, beauty and power of mankind.



Denis Rouvre

Photographer, Paris, France.

"I imagined this new humanity as a return to the origins of the world. A fanciful vision in which man is one with nature".

Denis Rouvre is a French photographer. Born in 1967, he lives and works in Paris. Since 1992, Denis Rouvre has been shooting portraits of stars in the limelight and anonymous beings with ordinary lives and extraordinary fates, those he names himself his "contemporary heroes". A number of his personal series, investigations into the power and fragility of man, have been exhibited in France and abroad. He has been awarded several highly prestigious prizes, such as the World Press Photo three times.

Denis Rouvre put his signature to the 2017 Lavazza Calendar, the third chapter in the Earth Defenders project.



Carolyn Drake

Photographer. California, USA.

"We get caught up in the systems that differentiate and divide people and places. I wanted to make a picture that gets rid of the categories for a moment and stands as a kind of monument or reminder that people, the natural world, and the human made world are intertwined".

Based in Vallejo, California, Carolyn Drake works on photo-based projects that live on the boundary of documentary and art. She spent many years working with Uighurs in western China on a body of work called Wild Pigeon, which was presented in a solo exhibition at the San Francisco Museum of Modern Art in 2018. Her book Knit Club, made with an inscrutable group of women in rural Mississippi, is available now through TBW Books. She has received a Guggenheim fellowship, a Fulbright fellowship, the Lange Taylor Prize, and a Peter S. Reed Foundation grant, and she is a member of Magnum Photos.



Steve McCurry

Photographer. USA.

"I certainly hope to find in her the same joy, the same curiosity, the same love, and the same respect for our fellow humans that we've tried to instill in her. That same humanity that we have come to call 'new', and that I hope will have by then become 'old'".

Steve McCurry has been one of the most iconic voices in contemporary photography for more than 30 years. His work spans conflicts, vanishing cultures, ancient traditions and contemporary culture alike - yet always retains the human element. McCurry has been recognized with some of the most prestigious awards in the industry, including the Robert Capa Gold Medal, National Press Photographers Award, and an unprecedented four first prize awards from the World Press Photo contest.

In 2015, the Company commissioned Steve McCurry, already the official reporter on the Lavazza iTerro! project, to take the photographs for the first calendar in the "Earth Defenders" trilogy, produced with Slow Food, in which the photographer captured the amazing spirit of the African continent.



Charlie Davoli

Surrealist Photographer. Lecce, Italy.

"All we need is to understand the difference between being the guardians and not the owners of the Earth. To protect this world for those who will come after us".

Charlie Davoli, Riccardo Schirinzì's alter ego, was born in Singapore in 1976 and lives and works in Casarano (Lecce). He started recreating paradoxical visual situations, thus acquiring a language whose soul is in the creation of fantastic atmospheres, disconnected from reality. Charlie Davoli, who considers photography as a playful means with which to ironize reality, brings out the narrative element, leading the viewer towards new itineraries.



Ami Vitale

Photoreporter and documentarist. USA.

"Nature has sent us a strong message and reminded us of just how small and deeply interconnected our world is. It is a powerful moment to reimagine our relationship to nature and to one another. We need to take care of this planet and to protect existing habitats".

Nikon Ambassador and National Geographic Magazine photographer Ami Vitale has traveled to more than 100 countries, bearing witness not only to violence and conflict, but also to surreal beauty and the enduring power of the human spirit. Throughout the years, Ami has lived in mud huts and war zones, contracted malaria, and donned a panda suit— keeping true to her belief in the importance of "living the story." She is a five-time recipient of World Press Photos.

Ami Vitale worked with Lavazza on the 2019 Calendar ("Good to Earth"), in which the American photojournalist's images and six artworks immersed in nature offer us virtuous examples of people committed to safeguarding the planet.



Martha Cooper

Urban photographer. NYC, USA.

"During the many months of sheltering at home, I photographed a steady parade of people of all ages wearing masks walking, running, rolling by and sitting on my bench. The sight has been life affirming. I hope we can apply this new awareness of our common humanity to other serious problems facing the world".

Martha Cooper is a documentary photographer who has specialized in shooting urban vernacular art and architecture for over forty years. Her books include *Subway Art*, a collaboration with Henry Chalfant, *R.L.P.: Memorial Wall Art*, *Hip Hop Files 1980-1984*, *We B*Girtz*, *Street Play*, *New York State of Mind*, *Tag Town*, *Going Postal*, *Name Tagging*, *Tokyo Tattoo 1970* and *Remembering 9/11*. Martha lives in Manhattan but frequently travels to street art festivals worldwide.

In 2020, Martha Cooper photographed 18 murals inspired by the UN's Sustainable Development Goals (Agenda 2030), protagonists of *TOWard2030*, *What are you doing?*, a project designed by Lavazza to spread sustainability culture using the language of street art.



David LaChapelle

Photographer and director. NYC, USA.

"With authenticity, to serve the world and serve the people beautiful goods without the greed and abuse of Mother Earth and her inhabitants".

David LaChapelle was born in Connecticut in 1963 and moved to New York City at 17. Through his mastery of color, unique composition, and imaginative narratives, he began to expand the genre of photography. His staged tableau, portrait and still life works challenged devices of traditional photography and his work quickly gained international interest. In the decades since, LaChapelle has become one of the most published photographers throughout the world, and simultaneously his work has expanded into music video, film and stage projects. In the past 30 years, LaChapelle has exhibited internationally in galleries and museums including the National Portrait Gallery of London, Monnaie de Paris, Barbican Centre, Victoria and Albert Museum, Tel Aviv Museum of Art, Musée D'Orsay, Groninger Museum, Palazzo delle Esposizioni, and The U.S. National Portrait Gallery.

Lavazza and David LaChapelle have worked together on three different Lavazza Calendars. The American photographer created the 2020 Calendar, "Earth CelebriAction", having previously produced images for "Espresso & Fun" in 2002 (the first Lavazza Calendar in colour) and "The Lavazzers" in 2012, where he was one of 12 artists involved.



Martin Schoeller

Portrait photographer. Germany.

"Let's try to understand one another beyond words, beyond ideas even, just by our shared humanity. And what is a better mirror of ourselves, of who we are, than our eyes? Maybe viscerally, through eye contact, we can achieve a higher understanding of one another."

Martin Schoeller (German, b. 1968) is one of the world's preeminent contemporary portrait photographers. He is most known for his extreme-close up portraits, a series in which familiar faces are treated with the same scrutiny as the unfamous. The stylistic consistency of this work creates a democratic platform for comparison between his subjects, challenging a viewer's existing notions of celebrity, value and honesty. Schoeller's portraits are exhibited and collected internationally.

In 2014, Martin Schoeller immortalised masters of cuisine for "Inspiring Chefs", the 22nd Lavazza Calendar.



Joey L.

Photographer and director. USA.

"It is not the richest who wins, but the most mentally dedicated".

Joey Lawrence is a photographer and director celebrated for his unique balance of personally felt fine art work and high profile commissions. He has built his style by dedicating vast amount of time and resources to personal projects designed to reveal the humanity in unseen communities and circumstances. Joey has traveled five times to Iraq and Syria to document the ongoing conflicts, chronicling deeply human imagery and the struggle of endangered cultures during wartime. His forthcoming project will celebrate 12 years of portraits from Ethiopia.

Joey L. produced 13 images for "From Father to Son", the 2016 Lavazza Calendar celebrating generational change with the young "Earth Defenders", the farmers in South America who apply the teachings of their parents to nourish the planet in sustainable ways, so demonstrating how the meeting of tradition and innovation is key to sustainable development.



Eugenio Recuenco

"Pictorial" photographer. Madrid, Spagna.

"Only on us depends the future that we want to build".

Born in Madrid in May, 1968, Eugenio Recuenco is a photographer and filmmaker. Creator of images and spots for brands like Diesel, Yves Saint Laurent, Sony Playstation, Pernod Ricard, Canal +, Dry Martini, Chivas Regal, Huawei, Bvlgary, Jean Paul Gaultier, Loewe or Nina Ricci. Guest creator of Lavazza calendar in 2007 and 2012. He devoted 8 years to his most important personal project, "365°" (366 photographs), conceived as a large-scale installation and a journey through our recent history, reinterpreted and illustrated freely.

Lavazza Calendar photographer in 2007 and 2012.



Simone Bramante

Photographer and creative director. Italy.

"No longer man but human being, no longer a world at the centre of the Universe, in conflict and competition with the natural environment, but humanity aware of being an important part of it".

Simone Bramante is a creative director and photographer based in Italy. Simone's work is focused on capturing emotions, style and colours through his stories, running projects based on his unique narrative for personal and commercial purposes. He believes a story is an incisive way to tell about life with elements such as authenticity, messages and emotions. Exhibited in Los Angeles, San Francisco, Paris, Minsk and lately in Milan with his work made in the High Arctic Sea.

Bramante worked with Lavazza on a campaign entitled "There's more to taste" for the brand's 120th anniversary.



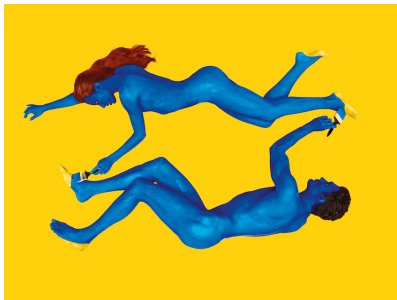
TOILETPAPER

Art magazine. Italy.

"Different colours. Same sky".

Founded in 2010, TOILETPAPER is an artist's magazine created and produced by Maurizio Cattelan and Pierpaolo Ferrari. Since the first issue of TOILETPAPER was published in 2010, Cattelan and Ferrari have created a quirky and audacious universe where ambiguous stories and disturbing imagination are presented, combining commercial photography with a surrealist visual approach. Inspired by popular culture, the world of advertising, religious iconography and art history, TOILETPAPER investigates the current phenomenon of hyperconsumption of images, all with a delicious dose of irony.

It was with creative support from this art magazine that Lavazza, in 2018, created a special edition of the Tiny machine called "Lavazza Tiny dreamed by TOILETPAPER - Lipsticks Edition in Blue and Pink", for an out-of-the-ordinary product experience.



Artistic project

The magazine

American singer-songwriter, musician, author and poet.

Patti Smith is a singer, writer, performer and visual artist. She reached worldwide fame in the Seventies for her revolutionary way of merging rock and poetry. She released twelve records, including *Horses*, rated by "Rolling Stone" as one of the 100 best albums of all times. She debuted with her first drawing exhibition at Gotham Book Mart in 1973. In 2007 her name was inducted in the Rock and Roll Hall of Fame. Her last book, *The Year of the Monkey*, has just been published and it's already a best seller in the USA.



Photo by Steven Sebring

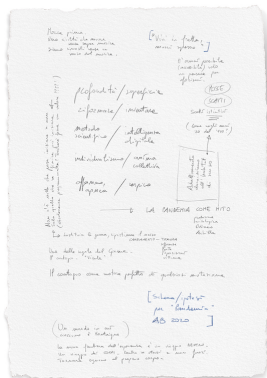
Alessandro Baricco

Italian writer, director and performer.

"The new frontier of experience is an inward journey. A journey of bodies. Within the self and not beyond it. Each of us returning to our bodies".

Alessandro Baricco is one of Italy's most versatile contemporary writers and public intellectuals. Known first for his bestselling novels "Land of Glass", "Ocean Sea" and "Silk", Baricco has also had a prolific career as television host of cultural programs, as a playwright, and essayist.

In 1994 in Turin (Italy) he founded the Holden School of Contemporary Humanities. With his latest book THE GAME Baricco has enlarged his perspective to the impact of the digital revolution on humanist thought and culture at large.

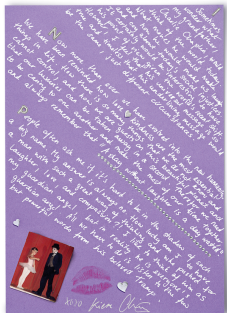


Kiera Chaplin

Irish-born British American actress and model.

"Now more than ever we have evolved into the new humanity. We have been reminded how love and kindness are the most essential things in life. How there is so many things that we do not know and cannot control, and how we are guests on this planet and that our luxuries can be taken away in a second. So we need to be caring to one another and make the most of our time together, and always remember that 'a day without laughter is a day wasted'".

Kiera is an actress, model, singer, and entrepreneur. She first gained attention through her modeling career in New York, where she appeared in the pages of high fashion magazines. She has been in various ad campaigns and went on to star in a number of movies. In 2018 Kiera created the Chaplin Awards in Asia, which was received with huge success. One of Kiera's biggest passion is empowering women and sustainability.



Inger Ashing

Chief Executive Officer of Save the Children International.

"Children remind us what it means to be human. Children show us that change is possible. Children inspire us to rediscover our humanity".

Inger Ashing is Chief Executive Officer (CEO) of Save the Children International. A respected child rights activist, Inger has been associated with Save the Children for more than 25 years. Prior to her appointment in September 2019, Inger was Director General at the Swedish Agency against Segregation, where she worked to reduce segregation and social inequality. She has also served as the National Coordinator for Youth Not in Education or Employment for the Swedish Government, Deputy Director General of the Swedish Agency for Youth and Civil Society and the CEO of the Global Child Forum. As well as serving as an expert and board member to several authorities and committees, Inger is also a member of the Ethics Council at The Swedish Migration Agency.



"When I think of the people of the world, I think of the children who are the future of our world. They are the ones who will shape the world we live in. They are the ones who will make the difference between a world of peace and a world of war."

"Children are the future of our world. They are the ones who will shape the world we live in. They are the ones who will make the difference between a world of peace and a world of war."

"The world is a beautiful place, but it is also a dangerous place. It is a place where children are often the victims of violence and oppression. It is a place where children are often the victims of poverty and hunger."

"It is our responsibility as adults to protect children from violence and oppression. It is our responsibility as adults to ensure that children have access to education and healthcare. It is our responsibility as adults to ensure that children have access to a safe and secure environment."

"Children are the future of our world. They are the ones who will shape the world we live in. They are the ones who will make the difference between a world of peace and a world of war."

"Children are the future of our world. They are the ones who will shape the world we live in. They are the ones who will make the difference between a world of peace and a world of war."

Carlo Ratti

Italian architect, engineer, inventor, educator and activist.

"By exploring the boundaries between the natural and artificial worlds, VTAE is our vision of the New Humanity."

An architect and engineer by training, Professor Carlo Ratti teaches at MIT, where he directs the Senseable City Laboratory, and is a founding partner of the international design and innovation office CRA-Carlo Ratti Associati based in Turin and New York. A leading voice in the debate on new technologies' impact on urban life, he has been included in Wired Magazine's 'Smart List: 50 People Who Will Change the World'. He is currently serving as co-chair of the World Economic Forum's Global Future Council on Cities and Urbanization.



THE NEW HUMANITY

VTAE is a new design with a comprehensive vision of the future of urban and human life, a new design, a new design.

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By exploring the boundaries between the natural and artificial worlds, VTAE is our vision of the New Humanity.

carlo ratti

Stella Jean

Italian fashion designer of Haitian origin.

"Let us begin today, with the next 'stranger' we run into, with a smile and a phrase that represent a prelude to kindness, exploding into a highly contagious virtuous chain, thus creating that herd immunity which will save us all".

Stella Jean is an Italian designer. The basis of Jean's work is multiculturalism applied to ethical fashion, resulting in a cultural fusion of her own *métisse* identity. Her work often merges classical Italian tailoring with stylistic features of varying cultures. Stella Jean created the business model and sustainable development platform: "Laboratorio delle Nazioni". In 2019 she was highlighted by the New York Times as the most convincing of all the New Gen designers in Milan.



The New Humanity 2021: sustainable art

On reaching its 29th edition, the Lavazza Calendar has become, along with The New Humanity 2021, an all-embracing art project reflecting the Company's love of all art forms but also its passion for excellence and deep commitment to sustainability, values that define the Group's very essence.

Lavazza believes in the idea of "sustainable art" on two levels: on one hand **responsible art**, not for its own sake but capable of raising people's awareness, inspiring and urging them to sustainable behaviour, and on the other activist art, providing a forum on themes of **social, environmental and economic sustainability**, a place for **dialogue between intellectuals in different fields** - artists, scientists, architects - in which they put their own particular discipline at the service of the common objective of finding and discussing ideas in order to envision and build the **best possible future based on a New Humanity**.

It is therefore a conception of art that recognizes the **importance of knowledge and awareness for activating change**. In this light, the concept of **sustainability education** interacts with that of art: education and awareness form the platform for effective action in favour of sustainable development and art is both a part of education and a tool for promoting sustainability. That is why Lavazza fosters the coming together of art and sustainability in a sort of multi-discipline workshop in which different disciplines work together towards sustainable development.

With its collective of artists and their creative visions of a new humanity, **The New Humanity 2021 is rooted in this conception of sustainable art**, as are other projects now in progress and undertaken in recent years.

Among the visual art forms chosen by Lavazza to support its commitment to sustainable art there is a special focus on both **urban art** - with **Towards 2030**, which fosters sustainability culture with its 18 murals inspired by the UN's SDGs and with support for the French-Swiss artist Saype's **Beyond the walls** - and on **photography**, as in the long history of **Lavazza calendars** (yearly since 1993), for example.

Just think of the 2015-2017 trilogy of calendars dedicated to the **Earth Defenders**, in which photography by **Steve McCurry, Joey Lawrence and Denis Rouvre** enabled a global public to discover the world of coffee growers, or the 2018 Calendar "**2030: What Are You Doing?**" by the photographer **Plabon**, a powerful ally in the pursuit of "**Goal Zero** – Spread the message of Agenda 2030", which was devised by Lavazza to support the UN's 17 Sustainable Development Goals and share Agenda 2030 and sustainability themes with as many people as possible. Celebration of **Nature** and choral activation to safeguard the environment are the themes, respectively, of the 2019 Lavazza Calendar by **Ami Vitale** and the 2020 edition by **David LaChapelle**.

Lastly, Lavazza's pioneering visual arts initiatives over the years have been in step with its vision of "**modern patronage of the arts**". Lavazza is a partner to major institutions including the Peggy Guggenheim Collection and the Musei Civici Veneziani in Venice, the National Gallery of Victoria in Melbourne, Australia and the State Hermitage Museum in St. Petersburg, Russia. Lavazza also supports the Triennale di Milano and the MUDEC in Milan, and Camera (*Centro Italiano per la Fotografia*) in Turin, as well as a number of the most important international art events.

The New Humanity 2021: social engagement

Lavazza has always been guided by its deep sense of **responsibility** towards the territories in which it operates, in terms of both environmental protection and the welfare of employees, consumers and its coffee growing communities, which it supports through **Fondazione Giuseppe e Pericle Lavazza**, set up in 2003 and now active with 24 projects benefiting 97,000 people in 17 countries across three continents.

"We engage with people everywhere because we believe every person can play a mighty role in helping our climate, economy and society," reads **Lavazza Group's Sustainability Manifesto**. The Company firmly believes in the importance of caring about and engaging people in a choral effort to build a better world. It therefore decided to offer the public **The New Humanity 2021**, the driving force in a **fundraising project** whose proceeds will go to one of the numerous projects supported by the Group through Fondazione Lavazza along with **Save The Children**, an NGO with which Lavazza, in 2021, will have had the honour to work for 20 years.

The project in question - **New Horizons** - aims to combat social and economic marginalisation and ensure a better future for the new generations of the poor in urban and rural areas around the city of **Calcutta**, in India. In particular, it targets young people from 18 to 24 with backgrounds of abuse and exploitation and will provide them with all-round training, both personal and professional, enabling them to learn various trades in demand in the foodservice and hospitality sector.

The initial phase of New Horizons, completed after three years in March 2020, has already produced important results and the funds raised by New Humanity 2021 will help finance the second phase, which is also supported by Fondazione Giuseppe e Pericle Lavazza.

In its first three years, New Horizons enabled **406** young people to obtain qualifications from a training organisation (National Skill Development Corporation) recognised by the Indian government and thereby gain access to job opportunities. In the same period, **45** young people (male and female) were trained in the theory and practice of the **profession of barista** and are now officially qualified to do the job.

This result was achieved by **"A Cup of Learning"**, a Lavazza Group international training programme that involves the active participation of the Company's experts, who offer their know-how, time and energy to train young people in the field, in this case in one of the most underprivileged places in the world. From slums in which people exist without even the most basic hygiene and sanitation, Save The Children selected young people living in distressed circumstances and offered them a training course held by a trainer from Lavazza's Training Centre in Turin, subsequently assigning them to local professionals to help them find jobs.

The first **A cup of learning** course was in India in 2017 in collaboration with Save the Children under the New Horizons project, but several other courses have since been run in other countries for a total of over **120 people in another eight countries**: Italy, Brazil, Dominican Republic, Haiti, Cuba, Ecuador, Albania and the UK.

New Horizons has given the participants skills that they will have all their lives and been an inspiration for young people and the community in the process of social transformation. The change has been more evident amongst girls: thanks to a professional job and a decent wage, they are fighting for gender equality and inspiring other young women too. This creates a virtuous circle in which people who went through our project are now investing in the education of their younger brothers and sisters or children to ensure that they have a future with dignity and self-sufficiency.

Lavazza and Save the Children Italy have been working together since 2001. In the early years, the partnership concentrated on responding to domestic and international emergencies, such as the earthquakes in Italy and Nepal, and on educational, healthcare and nutrition programmes for the poor and vulnerable in countries like Ivory Coast, Ethiopia and India. Over the years, Lavazza Group and Save The Children Italy have consolidated their relationship on a co-planning basis that aims to create shared value. In this way, they have designed and implemented sustainable development programmes addressing key issues and the Company's stakeholders. Typical of this is the adoption of UNICEF's **Children's Rights and Business Principles**, which are guidelines for promoting respect for children and their rights. Here, Save The Children works with Lavazza Group on the development of ad hoc projects designed to integrate the aforementioned principles in day-to-day business operations. The collaboration has also been continuing during the Covid-19 healthcare emergency: through the Covid-19 Emergency Fund distributed to 13 NGOs in as many countries for over 10,000 direct beneficiaries, Lavazza Group supported a Save The Children project in India to provide immediate aid in the form of food and healthcare kits for the poorest communities in West Bengal.

Given this longstanding collaboration, a key figure in The New Humanity 2021 is **Inger Ashing, Chief Executive Officer of Save the Children International**, acting as a cultural spokesperson of a New Humanity and an ambassador of universal values that have been translated into concrete social sustainability projects for 20 years now.

Credits

SUPERVISION & COORDINATION

Francesca Lavazza, Member of Board

Luigino Finelli, Lavazza Advertising Office, Marketing Communication Department

CREATIVE PROJECT

Armando Testa

Executive Creative Director Michele Mariani

Creative Directors Andrea Lantelme, Federico Bonenti

Graphic Designer Michela Repellino

Project Manager Gina Graci

DIGITAL PROJECT

Lavazza Digital Marketing

WEBSITE:

Direzione creativa di Armando Testa

Digital creative director & interaction designer: Antonello Falcone

Tech & innovation leader: Marco Savojardo

Senior digital copywriter: Gabriella De Stefano

Senior digital art director: Giulia Richetta

Ux Designer: Alessandra Castrioto

Motion designer: Luca Perli

Digital client service: Francesca Romaldo

Implementazione di VMLY&R

The Producer International, production advisory Emanuele Tulli

The Box, behind the scenes

COMMUNICATION AND MEDIA RELATIONS

Lavazza Corporate Communication

Mariù Brancato

Marco Amato

Marina Leonardini

Tiziana Radicci

Bianca Genitori

Massimo Borraccetti

Laura Poggio

With the Support of

BCW (Global strategy, coordination and editorial content)

Beyond the Line (Creative Agency and Event).

CHRISTY LEE ROGERS

PHOTOGRAPHER: Christy Lee Rogers
PRODUCTION: Christy Lee Rogers
PHOTOGRAPHER ASSISTANTS: Jennifer-Marie Tobara-Honold,
Lauren Shapiro, Travis Hanlay, Amalia Dopp
MODELS: Victoria Gregg, Elisabeth Donaldson,
Nicholas Miyasato, Courtney Condon, Charlotte Morris, Tiffany York

DENIS ROUVRE

PHOTOGRAPHER: Denis Rouvre
AGENCY & PRODUCTION: AMG PARIS
PHOTOGRAPHER ASSISTANT: Anaïs Oudart
DIGITAL TECH: Julien Paris
POST PRODUCTION: Julien Paris
MODEL: DeeJay@agence wanted

CAROLYN DRAKE

PHOTOGRAPHER: Carolyn Drake
AGENCY: Magnum Photos
PRODUCTION: MAGNUM PHOTOS
PHOTOGRAPHER ASSISTANT: ANDRES GONZALEZ
MODELS: AMBER GAVIN, VIGNESH SWAMINATHAN

STEVE MCCURRY

PHOTOGRAPHER: Steve McCurry
AGENCY: Sudest57
PHOTOGRAPHER ASSISTANT: Andie Belone
DIGITAL TECH: Emily Rogers
MODEL: Lucia McCurry

CHARLIE DAVOLI

PHOTOGRAPHER: Charlie Davoli
PHOTOGRAPHER ASSISTANT: Vincenzo Siciliano (Parallelo32)
DIGITAL TECH: Sergio De Riccardis (ZeroSettanta)
MODELS: Marcella Trani, Anna Orlandini, Giuseppe Tarantino

AMI VITALE

PHOTOGRAPHER: Ami Vitale
AGENCY: Ami Vitale Productions
MODELS: Tom Lesuda, John Nkuus Leriye, Lodou Lemopono, Philip Lereech

MARTHA COOPER

PHOTOGRAPHER: Martha Cooper
POST PRODUCTION: Martha Cooper
MODELS: Fellow New Yorkers

DAVID LACHAPELLE

PHOTOGRAPHER: David LaChapelle
AGENCY & PRODUCTION Creative Exchange Agency
POST PRODUCTION: Glen Vergara
Model: Guecha Good

MARTIN SCHOELLER

PHOTOGRAPHER: Martin Schoeller
AGENT: Lauren Gabbe-Greene
ASSISTANT & DIGITAL TECH: Jan Erting
POST PRODUCTION: Jill Lewis
MODELS: 25 New Yorkers

JOEY L.

PHOTOGRAPHER: Joey L.
AGENCY: Sudest57
PRODUCTION: Nibret Adem of Hamerland Tours Ethiopia
PHOTOGRAPHER ASSISTANTS: Nebiyu Bekele, Kiya Tadele
POST PRODUCTION: Joey L.
MODELS: Bodi Me'en of the Southern Nations, Nationalities and People's Region

EUGENIO RECUENCO

PHOTOGRAPHER: Eugenio Recuenco
PRODUCTION: weHELPSstudio
ART DIRECTION: Eric Dover
PHOTOGRAPHER ASSISTANT: Germán Arbos
PHOTOGRAPHER ASSISTANTS and DIGITAL TECH: Raúl Lorenzo Cano
POST PRODUCTION: Paz Otero Sanz
POST PRODUCTION ASSISTANT: Mercedes Hausmann
MODEL: Marta Levenfeld (Gosua Management)

SIMONE BRAMANTE

PHOTOGRAPHER: Simone Bramante
PRODUCTION: Brahmino.com
ASSISTANT: Cinzia Bognesi
PRODUCER: Alice Momolo

TOILETPAPER

PHOTOGRAPHER: TOILETPAPER
PRODUCTION: Proservice
PHOTOGRAPHER ASSISTANT: Alberto Zanetti
DIGITAL TECH: Silvano Banfi
POST PRODUCTION: Anna Tallone
MODELS: Giulia Lippi, Zoran Karan

