



illycaffè takes centre stage at the 2021 Milan Design Week

Milan, 03 September 2021 – illycaffè, the global leader in high quality sustainable coffee, is a leading player in the long-awaited return of events revolving around design in Milan. The “supersalone”, one of the premier events at Salone del Mobile Milano, curated by Stefano Boeri and scheduled for 5-10 September at Fiera Milano in Rho, is turning red thanks to illycaffè, an official partner of the furniture fair.

As always, the Fiera Milano exhibition centre in Rho will become a hub for all lovers of design. As the event’s coffee partner, illy’s unmistakable 100% Arabica blend will accompany every social occasion and break, from the International Business Lounge to the media area and the four dedicated stations in the Food Court.

The city of Milan itself, the beating heart of FuoriSalone, will host numerous occasions for design fans to come together and draw inspirations while enjoying a cup of illy coffee, thanks to our partnership with prestigious brands such as Molteni, UniFor, Poltrona Frau, JANUS et Cie, Luxury Living Group and with the INTERNI Creative Connections exhibition.

Further underscoring illycaffè’s close partnership with the world of design and contemporary art is the support provided by the Italian Environmental Fund (FAI), which began with its support of the coffee bar at Milan’s **Villa Necchi Campiglio** in 2018. Over the entire duration of the Design Week, the coffee bar at Villa Necchi Campiglio will be the only place where guests can enjoy an espresso or a cappuccino served in one of the iconic cups created by Matteo Thun and decorated for illy by some of the most renowned contemporary artists: Michelangelo Pistoletto, Marina Abramović, Jeff Koons, Ai Weiwei, Marc Quinn and many others.

“At illycaffè, we have always considered contemporary art and design as part and parcel of our vision and our commitment to promoting beauty in all its forms” commented Massimiliano Pogliani, CEO of illycaffè. *“We are thrilled to be able to support an event as important as the Milan Design Week, a special edition this year that finally marks a new start for design and for the city of Milan, and a way to once again look at the future with optimism and hope”*.

Illycaffè is an Italian family-owned company, founded in Trieste in 1933. Its mission has always been to offer the best coffee to the world. Illycaffè produces a unique 100% Arabica blend, combining 9 of the best varieties in the world, selected by illycaffè: every day 8 million cups of illy coffee are served in over 140 countries around the globe, in the cafés, restaurants and hotels, in single-brand cafés and shops, at home. As a result of its innovations, illycaffè contributes to the coffee technology progress at global level. In 1991, the “Premio Ernesto Illy de qualidade sustentavel do café para espresso” was launched in Brazil for quality espresso coffee. Illycaffè has contributed to the sharing of the know-how, paying growers a premium price for the best quality selected by illycaffè. Since 2016, with the “Ernesto Illy International Coffee Award”, the company has celebrated coffee growers all over the world that, according to illy, have produced the best sustainable coffee. Since 2013, the company has been in the list of the World Most Ethical Companies. In 2019, it enhanced its commitment to pursue a sustainable business model integrating the interest of people with the environment, adopting the status of Società Benefit (Benefit Company) and adding this commitment into its own bylaws. In 2021, illycaffè was the first Italian company in the coffee sector to obtain the international certification as B Corp as a result of its commitment to comply with the highest standards of social and environmental performance. The company also founded the University of Coffee, which has the objective of sharing culture at all levels, offering a comprehensive and practical training to growers, baristas and coffee lovers. Everything that is “made in illy” is about beauty and art, the founding principles of the brand, starting from its logo, designed by artist James Rosenquist, up to illy Art Collection cups, decorated by over 100 international artists. In 2020, the company had 1291 employees and a turnover of € 446,5 million. There are 261 illy single-brand shops in over 40 countries all over the world. In 2021, Rhone Capital became a minority shareholder of illycaffè with the aim of contributing to the company’s international growth plans.

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