***COUNTRYSIDE, THE FUTURE*: THE NEW EXHIBITION AT THE SOLOMON R. GUGGENHEIM MUSEUM SUPPORTED BY LAVAZZA**

[Countryside, The Future *at the Solomon R. Guggenheim Museum*](https://www.guggenheim.org/video/see-countryside-the-future-at-the-guggenheim) *opens to the public on February 20. Lavazza’s support for the new installation continues the lasting collaboration between Lavazza and the Guggenheim Museum.*

**New York (February 19, 2020) –** [Lavazza](https://www.lavazza.us/en_US.html) confirms its ongoing commitment to the arts, culture and sustainability by supporting the innovative new exhibition ‘*Countryside, The Future*’ hosted at the Solomon R. Guggenheim Museum. A unique and immersive installation in the iconic Rotunda, conceived for the Guggenheim Museum by architect and urbanist Rem Koolhaas with AMO Director Samir Bantal, it explores radical changes in rural, remote territories outside cities, collectively identified here as ‘countryside’. Koolhaas’ original research work addresses urgent environmental, political and socioeconomic issues based on a selection of localized episodes that best forecast universal future conditions. The exhibition perfectly embraces the Guggenheim’s mission to raise awareness about global concerns and Lavazza’s goal of tackling environmental and social issues through cultural projects at international level.

“*This exhibition develops the idea of a new narrative in which the countryside is a place of social, technological and environmental innovation. This idea is in line with the vision that have always underpinned Lavazza’s concrete actions towards coffee producing areas*”, said **Francesca Lavazza**, a fourth-generation member of the family at the helm of the company and a member of the Lavazza Board of Directors. “*For Lavazza, cultural innovation, environmental sustainability and protecting the communities in which we operate are signposts that point the way ahead for future development. Finding in the Guggenheim a counterpart as fertile and committed as we are to imagining and building the future makes our partnership even more meaningful. We’d like to thank Rem Koolhaas once again for giving us food for serious thought. Our goal is to find inspiration in the great cultural and artistic movements, and design our path for future development, in order to face the great challenges of tomorrow”.*

Finding convergence between different disciplines and creating dialogue and exchange between apparently distant worlds forms part of the method that encourages Lavazza to take a system-wide approach through excellent partnerships, in line with SDG 17 of the UN 2030 Agenda. Lavazza’s concern with social and environmental issues is behind its decision in 2019 to realize the TOward 2030. What Are You Doing? Project. Working with the City of Turin, the initiative’s aim – unique in the world - is to transform the Global Goals of the United Nations into 17 works of street art by 17 international artists, who create their art projects in 17 locations in Turin based on a shared concept.

For Lavazza, this project represents a reaffirmation of its role as ambassadors of creativity, innovation and sustainability, as well as an opportunity to highlight one of its strongest beliefs, according to which a joint effort is needed at pre-competitive level between all market players and with the closest possible collaboration between public and private institutions and the third sector to develop concrete changes with solid foundations.

Lavazza’s sponsorship of the Guggenheim began in 2014 with its support for the exhibition *Italian Futurism, 1909–1944: Reconstructing the Universe*. Since then, Lavazza has supported five more exhibitions in the New York museum. Francesca Lavazza was invited to join the Solomon R. Guggenheim Foundation Board of Trustees in 2016. In 2017 Lavazza expanded its commitment to the Guggenheim Foundation by forging a strategic collaboration with the Peggy Guggenheim Collection in Venice. In 2019 Lavazza supported the exhibition *Artistic License*: *Six Takes on the Guggenheim Collection* at Solomon R. Guggenheim Museum as part of an ongoing commitment to drive arts and culture projects worldwide.

**About Lavazza’s commitment to the arts and culture**

Lavazza has a rich history of celebrating the arts through various initiatives. In 2018, the brand opened the Lavazza Museum within the new headquarters based in Turin, named Nuvola Lavazza. The immersive space, open to the public, contains multimedia installations that speak about the world of coffee.

Further, Lavazza has collaborations with leading art museums that include: Guggenheim Museum in New York (USA), Peggy Guggenheim Collection (Venice), Musei Civici Veneziani in Venice (Italy), State Hermitage Museum in Saint Petersburg (Russia) and National Gallery of Victoria in Melbourne, Australia. Lavazza also supports the Triennale and Museum of Cultures in Milan,Camera (Italian Center for Photography) and Circolo dei Lettori in Turin. The annual Lavazza Calendar, a visual representation of Lavazza’s passion for art, has been shot by the likes of Platon, Helmut Newton, Annie Leibovitz, David LaChapelle and Steve McCurry among others.

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**About Lavazza Group**

Established in 1895 in Turin, the Italian coffee company has been owned by the Lavazza family for four generations. Among the world’s most important roasters, the Group currently operates in more than 140 countries through subsidiaries and distributors, with 64% of revenues coming from markets outside of Italy. Lavazza employs a total of over 4,000 people with a turnover of € 1.87 billion in 2018. [In its financial statements at 31/12/2018, for the first time Lavazza Group has stated its income and equity values according to international accounting standards (IFRS)].

Lavazza, one of the world’s 100 most reputable brands according to the Reputation Institute, is now the ninth business globally for Corporate Responsibility in the 2019 Global CR RepTrak ranking, taking the top spot in the Food & Beverage sector, and the Italian business community. Lavazza created the concept of blending — or in other words the art of combining different types of coffee from different geographic areas — and this continues to be a distinctive feature of most of its products. The company also has 30 years’ experience in the 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 the fields of art and culture with prestigious museums like New York’s Guggenheim Museum, St. Petersburg’s Hermitage State Museum and Melbourne’s National Gallery of Victoria. 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 leading Office Coffee Service (OCS) systems Flavia and Vending brand Klix.