



TORINO, ITALIA, 1895

“GOOD TO EARTH”: THE 2019 LAVAZZA CALENDAR PHOTOGRAPHED BY AMI VITALE

The 2019 Lavazza Calendar “Good to Earth” makes its debut on November 21st in Turin, Italy. In it, American photojournalist Ami Vitale shares the experience of some good news for the Earth through her photographs, which tell stories of commitment to protect the planet.

Nature is the dominant force in the project developed in partnership with the United Nations Environment Program and under the creative direction of Armando Testa, entailing the creation of six works of environmental nature art installations on four continents.

Turin, October 29th, 2018 - Nature becomes art in the **2019 Lavazza Calendar**. A form of art that becomes **part of the environment**, at one with forests, deserts, glaciers and cities, and a form of **nature art** that brings **good news for the Earth**.

The Lavazza Calendar “**Good to Earth**” tells the story of the good example set by people who are committed to protecting the planet, in the form of **photographs by Ami Vitale** and **six works of art set in the natural environment**. Because, despite everything, **there is goodness on Earth**. And this is precisely what the American photojournalist’s images celebrate, **the good news from the Earth for the Earth**, identified throughout the world in partnership with the **United Nations Environment Program (UNEP)**.

“Nature is the ultimate work of art, but in the Lavazza Calendar it is also a blank canvas on which to capture our love for the environment. So, with an unconventional mix of fine art photography by Ami Vitale and six works of nature art installations, a contemporary art form in which the natural setting plays a vital role, we tell the story of the Good to Earth projects that are good for the Earth. Today we are deeply in need of good news stories like this: positive examples of good behavior and personal stories of redemption and environmental requalification that we hope will have an influence on people, and young people in particular, inspiring them to make their own commitment to protect our planet,” commented **Lavazza Group Board Member Francesca Lavazza**.

The photographs in the 2019 Lavazza Calendar were shot by **Ami Vitale**, the American National Geographic Magazine photojournalist highly regarded throughout the world for her **ability to describe and experience and the surreal beauty of nature**. The winner of six World Press Photo prizes, Ami Vitale has documented the wild nature and poachers of Africa, told the story of conflict between man and the environment, and worked on initiatives to save the northern white rhinoceros and reintroduce the panda into its natural habitat. Her “**live the story**” philosophy has taken her to over 100 countries, where she’s lived in mud huts and war zones, as well as catching malaria and disguising herself as a panda to tell the story of their secret life (Ami Vitale is the author of the best seller “Panda Love”).

The “Good to Earth” Calendar, a creative project by Armando Testa, will make its debut on **November 21st** in Turin, in the **Nuvola Lavazza**. The event will reveal the photographs by Ami Vitale and the original works of nature art installations produced by **six artists**, each

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using a different technique, which become an integral part of the landscape, in harmony with the ecosystem and vegetation. The six works are inspired by six good projects for the Earth, identified by Lavazza and the United Nations Environment Program on four continents and six countries: from **Colombia** to **Switzerland** and from **Kenya** to **Thailand**, via **Belgium** and **Morocco**.

GOOD TO EARTH

#GoodtoEarth @Lavazza





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, with 63% of revenues coming from markets outside of Italy. 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 (2015), Denmark's Merrild (2016) 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, Italy's Nims and in 2018 Lavazza acquired the Australian Blue Pod Coffee Co.