



## ***Italian Passion: the Art of Espresso***

***The exhibition in Copenhagen that celebrates coffee and illustrates the evolution of design of one among the most-beloved Italian symbols***

**Istituto Italiano di Cultura, Copenhagen  
7th – 31st March 2023**

For the first time, the all-Italian passion for *espresso* is the core focus of an exhibition illustrating the evolution of the design and technology of coffee-related items over time.

45 pieces, ranging from machines for domestic use to coffee shop equipment and coffee cups sets are on display at ***Italian Passion: The Art of Espresso*** at the **Istituto Italiano di Cultura di Copenhagen** from the **7<sup>th</sup> until the 31<sup>st</sup> of March**, on the occasion of the **Italian Design Day**, an initiative of the **Ministry for Foreign Affairs and International Cooperation**.

The collection includes historical pieces, some of them unique and unobtainable, selected by **Curator Elisabetta Pisu** for their ability to exemplify the change of production and consumption habits over time, and provide insight into the social significance of an action that the world and the collective imagination inextricably associate to the lifestyle and rituals of our daily life.

The objects on display trace **an historical path along the past two centuries** by means of coffee machines conceived by great designers that became true **icons of their time**, as well as more recent, technologically ground-breaking pieces that have radically transformed the productive processes and raised qualitative standards. A journey through time, the one presented in Copenhagen, that tells of the **relentless strive to advance the technology**, ergonomics and consumption of one of the most popular beverages in the world.

«*Innovation, creativity and design* – Curator Elisabetta Pisu explains – *have accompanied the evolution of coffee-shop equipment, coffee machines and coffee sets over the course of the past two centuries, establishing espresso coffee as a social and cultural ritual, a symbol of Italian identity and made in Italy. We have the opportunity to time-travel through these objects, and learn about the evolution of habits and gestures, and with these, the significance and the emotional connotation of coffee.*»

*The exhibition is developed in collaboration with the Istituto Italiano di Cultura of Copenhagen.*

**LINK TO THE PRESS KIT**

<https://drive.google.com/drive/folders/1hOptofhTSFZdJZOoUEOJIPcm3G3SI-sU?usp=sharing>

### ***The exhibition: two centuries of design and innovation***

The 45 objects on display bear the signatures of **some of the greatest** local and international **Masters of design**, as well as some of the **major made in Italy brands, masterpieces of iconography design that marked an era**, as the result of an extensive reinterpretation of shapes and functions.

These range from ***Oggetto banale: caffettiera*** by **Alessandro Mendini**, created in 1980 for Venice Biennale, to the creative, outside-the-box interpretation of a moka pot by **Gaetano Pesce, *Vesuvius***.

To artwork that blends architecture and design by **Aldo Rossi**, who transformed a coffee set into a square and, with his *La Conica* and *La Cupola*, turned a common moka pot into a cathedral; or the *Torri* set designed by **Massimiano Fuksas** and **Doriana Mandrelli**. And again, the coffeepots designed by **Richard Sapper**, the *Pulcina* by **Michele De Lucchi** produced for **Alessi**, the *Caffettiera Napoletana 90018* and the *Tin Prototype* by **Riccardo Dalisi**.

**Numerous pieces on display are unique, such as the very first moka machine, created by Bialetti**, patented in 1933 in Omegna by Alfonso Bialetti, which to this day remains the symbol of Italian coffee in the world.

Progress that goes hand in hand with thorough technological research, particularly when it comes to professional machines that include models of historic brands for coffee shop equipment production – such as **Gaggia**, **Faema**, **La Cimbali**, and domestic espresso coffee machines equipped with innovative systems, such as *A modo mio*, produced by **Lavazza**, which connects with Alexa.

### **Elisabetta Pisu, Curator - Bio**

Elisabetta Pisu is a design Curator with a background in Sociology and Cultural Management. Her research focuses on contemporary design in relation to the production process, to the social values and the evolution of new expressive languages. Objects, spaces and architecture are her core interests, with the aim of investigating the changing role of design in contemporary society. In 2016, she founds *EP studio*, which specializes in the design, organization and curatorship of international design exhibition advancing and promoting the concept of *made in Italy*. She collaborated with important cultural institutions and curated exhibitions in renowned museums, such as: Craft + Design Centre in Canberra (Australia); Design Museum Gent (Belgium); Cube Design Museum (Netherlands); Design Museum Holon (Israel); Museum of Craft and Design (San Francisco, US), MODA – Museum of Design Atlanta (Atlanta, US); L.A. Mayer Museum for Islamic Art (Israel); COD – Center for Openness and Dialogue (Albania).

<https://www.facebook.com/elisabettapisu.epstudio>

[https://www.instagram.com/elisabettapisu\\_epstudio/](https://www.instagram.com/elisabettapisu_epstudio/)

<https://epstudio.eu/>

### **OBJECTS ON DISPLAY**

#### **Moka pots, espresso machines and coffee sets**

- Moka pot, *Moka*, Alfonso Bialetti, 1933-1955 - Enrico Maltoni Collection
- Moka pot, *9090*, Richard Sapper, 1979, Alessi
- Moka pot, *Accademia*, Ettore Sottsass, 1980, Lagostina - Enrico Maltoni Collection
- *Piazza Tea & Coffee Servizio da tè e caffè*, Aldo Rossi, 1983; (Project: 1979; prototypes: 1980-1983), Alessi
- *Oggetto Banale: Caffettiera*, Moka Pot, Alessandro Mendini. Designed with Paola Navone, Daniela Puppa, Franco Raggi, 1980-1994, Alessandro Mendini Archive
- Moka pot, *La Conica*, Aldo Rossi, 1984, Alessi
- Moka pot, *Carmencita Serie Oro*, Marco Zanuso, 1985-86, Lavazza
- Moka pot, *La Cupola*, Aldo Rossi, 1988, Alessi
- *Caffettiera Napoletana 90018* and *Prototipo di Iatta*, Riccardo Dalisi, 1987 – 2018, Alessi
- Sugar bowl *90024*, Aldo Rossi, 1989 – 2022, Alessi
- Moka Pot, *Opera*, Cini Boeri, 1989, La Pavoni - Enrico Maltoni Collection
- Moka pot, *Ergonomica*, Angelo Mangiarotti, 1990, Mepra - Enrico Maltoni Collection
- Coffee cup, *ARDT*, Aldo Rossi, 1991-2022, Alessi
- Moka pot, *Vesuvius*, Gaetano Pesce, 1992, Zani & Zani - Enrico Maltoni Collection
- Moka pot, *L'Ottagonale* e *Modellino del Teatro del Mondo*, Aldo Rossi, 1993 -1994, Alessi
- Moka pot, *Mach*, Isao Hosoe, 1993, Serafino Zani
- Espresso machine, *Cobán*, Richard Sapper, 1997-2003, Alessi
- Coffee cup, *illy Art Collection*, 2002-2022, illycaffè S.p.A.
- Coffee cup, *Mediterraneo*, Marta Laudani e Marco Romanelli, 2002, Driade
- *Tea & Coffee Towers Servizio da tè e caffè*, Massimiliano Fuksas e Doriana Mandrelli, 2003, Alessi
- Moka pot, *Pina*, Piero Lissoni, 2006-2016, Alessi
- Moka pot, *Ossidiana*, Mario Trimarchi, 2014, Alessi
- Moka Pot, *Pulcina*, Michele De Lucchi, 2015, Alessi

- Moka pot, *Lunika 360*, Francesco Fusillo, 2015, Fi.MA
- *Collar Coffee set*, Daniel Debiasi & Federico Sandri, 2016, Stelton
- Moka pot, *Lady Anne*, Laura Caffi, 2017, KnIndustrie
- Espresso machine, *X1 Anniversary*, Luca Trazzi, 2016, illycaffè S.p.A.
- Coffee cup, *Lume*, Federica Biasi, 2020, Nespresso
- Espresso machine, *A Modo Mio Voicy*, 2022, Lavazza

#### **Coffee shop machines**

- *Modello Mignonette*, Eterna, Pavia, 1925. Restored model – MUMAC Collection
- *Serie Brillante*, La Cimbali, Milano, 1952. Restored model – MUMAC Collection
- *Modello America*, Gaggia, Milano, 1958. Restored model – MUMAC Collection
- *Modello E-61*, Faema, Milano, 1961. Restored model – MUMAC Collection

#### **ITALIAN PASSION: THE ART OF ESPRESSO EXHIBITION CREDITS**

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#### **Thanks to the following institutions for the loans:**

MUMAC, Museo della Macchina per Caffè di Gruppo Cimbali

Alessi

Alessandro Mendini Atelier

Enrico Maltoni Collection

Driade

Fi.MA

illy s.p.a

Knindustrie

Lavazza

Nespresso

Serafino Zani

Stelton

#### **Opening Times**

Monday, Tuesday 9-17

Wednesday 9-16

Thursday 9-16

Friday 9-15

#### **Tickets**

Free admission

Opening of the exhibition – March 7th, 7pm.

Free admission, book your free ticket here:

[https://iiccopenaghen.esteri.it/iic\\_copenaghen/it/gli\\_eventi/calendario/2023/03/italian-design-day-passione-italiana.html](https://iiccopenaghen.esteri.it/iic_copenaghen/it/gli_eventi/calendario/2023/03/italian-design-day-passione-italiana.html)



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