



## illycaffè at Arco 2008: art becomes sustainable

### *illy SustainArt Prize*

Friday 15<sup>th</sup> February – 12.00 p.m.

Foro Break- Pavilion 14.1

**Madrid, February 2008** - illycaffè, in collaboration with Arco – the COntemporary ARt Fair of Madrid, which has Brazil as this year's guest nation – launches the **illy SustainArt Prize**, dedicated to young Brazilian artists under the age of 35.

The winner, selected by an international jury chaired by **Berta Sichel, director of the audio-visual department at the Reina Sofia Museum**, will receive a **prize of euros 15,000** and the possibility of presenting a project for the production of a series of art coffee cups for the illy Art Collection, which the company has been promoting for more than 15 years, with the involvement of leading and emerging talent at an international level.

The awards ceremony will take place on **Friday 15<sup>th</sup> February at 12 pm in the Foro Break** at Arco within Pavilion 14.1. **Lourdes Fernández, director of ARCO will also be present.**

**There are 23 young Brazilian artists entered for the prize, represented by 13 galleries:**

**A Gentil Carioca:** Carlos Contente, Paulo Nenflidio, Thiago Rocha Pitta; **Box 4–Silvia Cintra:** Cinthia Marcelle, Maria Klabin; **Casa Triangolo:** Felipe Barbosa; **Galeria Fortes Vilaça:** Mauro Piva, Tiago Carneiro da Cunha, Sara Ramo; **Galeria Leme:** Mariana Manhães; **Galeria Luisa Strina:** Laura Belém, Marcius Galan; **Galeria Mendes Bahia:** Marcelo Moscheta; **Galeria Mercedes Viegas:** Ana Holck; **Galeria Nara Roesler:** Rodolpho Parigi; **Galeria Novembro Arte:** Laura Erber, Matheus Rocha Pitta; **Galeria Vermelho:** Chiara Banfi, Lia Chiaia, Marcelo Cidade, Marilá Dardot; **Galeria Virgilio:** Marccone Moreira; **Ybakatu Galeria:** Debora Santiago.

### **illycaffè, sustainability and contemporary art**

The prize forms part of a broader *illy SustainArt* project created to deepen the company's involvement in contemporary art as launched at the 52<sup>nd</sup> International Art Exhibition in Venice. The aim is to extend the company's approach to sustainable growth to the international artistic community, offering **opportunities for visibility and market exposure to all emerging artists from coffee-producing countries from which illy buys coffee beans:** in particular, Brazil, India, Colombia, Guatemala, Costa Rica and Ethiopia.

The first concrete step in this project was the collaboration initiated at the **52<sup>nd</sup> International Art Exhibition in Venice** with the Italo-Latin American Institute, an international body commissioned by the Biennale since 1972 to organize the participation of Latin-American artists, with their own pavilion, in Venice's International Art Exhibitions.

Last November in Turin, in collaboration with Artissima, the international contemporary art fair, three curators **Meskerem Assegued** (Ethiopia), **Mariangela Mendez Prencke** (Colombia) and **Suman Gopinath** (India) – selected in collaboration with the Fair – were involved with the objective of launching and stimulating the creation of an art system in their countries.

This process continues today in Madrid at ARCO, the international contemporary art fair, at which the company presents **the SustainArt Prize**, dedicated to promoting and supporting young artists from Brazil.

*Based in Trieste, Italy, illycaffè produces and markets a unique blend of espresso coffee, under a single brand leader in quality. It is available in more than 50,000 of the best restaurants and coffee bars and is sold in 140 countries around the world, serving over 6 million cups of illy espresso coffee a day. On a global level it employs more than 700 people and has a consolidated turnover of euros 246 million.*

*illy buys green coffee directly from the growers of the highest quality Arabica through partnerships based on the mutual creation of value. The Trieste-based company fosters long-term collaborations with the world's best coffee growers - in Brazil, Central America, India and Africa - providing know-how and technology and offering above-market prices.*

### **For further information**

Anna Adriani /Christine Pascolo, illycaffè Trieste - Tel +39 040 3890111  
Susanna Picucci/Giorgia Meretti - Cohn & Wolfe Milano - Tel +39 02 20239386 - 375  
Barbara Martinez, illycaffè España – Tel +34 93 303 4050, barbara.martinez@illy.es



**illy SustainArt Prize**  
**Participant artists at the prize**

GALLERY	ARTIST	STAND
<b>A Gentil Carioca</b>	Carlos Contente	Pavillon 14.1 Stand D 07
	Paulo Nenflidio	Pavillon 14.1 Stand D 07
	Thiago Rocha Pitta	Pavillon 14.1 Stand D 07
<b>Box 4 – Silvia Cintra</b>	Cinthia Marcelle	Pavillon 14.1 Stand BR G11
	Maria Klabin	Pavillon 14.1 Stand BR G11
<b>Casa Triangulo</b>	Felipe Barbosa	Pavillon 14.1 Stand BR G23
<b>Galeria Fortes Vilaça</b>	Mauro Piva	Pavillon 14.1 Stand BRF15
	Tiago Carneiro da Cunha	Pavillon 14.1 Stand C10
	Sara Ramo	Pavillon 14.1 Stand BRF15
<b>Galeria Leme</b>	Mariana Manhães	Pavillon 14.1 Stand BR G15
<b>Galeria Luisa Strina</b>	Laura Belém	Pavillon 12 Stand E 08
	Marcus Galan	Pavillon 12 Stand E 08
<b>Galeria Mendes Bahia</b>	Marcelo Moscheta	Pavillon 14.1 Stand BR E24
<b>Galeria Mercedes Viegas</b>	Ana Holck	Pavillon 14.1 Stand BR F18
<b>Galeria Nara Roesler</b>	Rodolpho Parigi	Pavillon 14.1 Stand D 01
<b>Galeria Novembro Arte</b>	Laura Erber	Pavillon 14.1 Stand BR F22
	Matheus Rocha Pitta	Pavillon 14.1 Stand BR F22
<b>Galeria Vermelho</b>	Chiara Banfi	Pavillon 14.1 Stand BR F14
	Lia Chiaia	Pavillon 14.1 Stand BR F14
	Marcelo Cidade	Pavillon 12 Stand D 07
	Marilá Dardot	Pavillon 14.1 Stand BR F14
<b>Galeria Virgilio</b>	Marccone Moreira	Pavillon 14.1 Stand BR F21
<b>Ybakatu Galeria</b>	Debora Santiago	Pavillon 14.1 Stand BR G19

**For further information**

Anna Adriani /Christine Pascolo, illycaffè Trieste - Tel +39 040 3890111  
Susanna Picucci/Giorgia Meretti - Cohn & Wolfe Milano - Tel +39 02 20239386 - 375  
Barbara Martinez, illycaffè España – Tel +34 93 303 4050, barbara.martinez@illy.es



## illycaffè and art

Every day, more than 6 million cups of coffee are prepared around the world using the illy blend. Founded in 1933 by Francesco Illy, illycaffè produces and markets a single, leading-quality blend of espresso coffee. It is present in 50,000 of the finest restaurants and coffee bars in over 140 countries around the world.

For more than ten years, the company has contributed to the realization of broad-ranging cultural events and exhibitions, having picked on contemporary art and creativity to communicate the values of its brand. Major exponents of the international artistic scene have worked with illy: from Sandro Chia to Daniel Buren, James Rosenquist to Nam June Paik, Robert Rauschenberg to David Byrne, Jannis Kounellis to Louise Bourgeois.

In 1999, illy supported “Minimalia”, a display of Italian contemporary art hosted at the P.S.1 Contemporary Art Center in New York.

In 1997, 2003, 2005 and again in 2007, the company was a main partner of the Venice Biennale for Visual Arts, developing ad hoc projects aimed in particular at visitors of long-term exhibitions.

The link with art is so significant for illy that in 1996 the company entrusted the design of the current logo to James Rosenquist, one of the most important exponents of pop art.

Artists – both celebrated ones as mentioned above, together with Jeff Koons, Mimmo Paladino, Francis Ford Coppola, Joseph Kosuth, and young, emerging figures offering lively creativity – are the creators of the illy art collections, the famous artists’ cups produced by illy since 1992 and now a cult object amongst collectors and lovers of espresso coffee. To date, over 60 limited series of signed and numbered collections have been produced. Drinking a coffee has thus become, thanks to the *illy Art Collections* an intellectual stimulus as well as a pleasure.

For some time, the company has been promoting emerging talent in contemporary art and design in partnership with the best international melting pots of creativity, and also participates actively in spreading awareness of art and experimentation, providing support to the most important bodies in the sector: the Italian Studio Program of P.S.1, the Central St. Martin’s College in London, the Fondazione Pistoletto and Artissima.

### For further information

Anna Adriani /Christine Pascolo, illycaffè Trieste - Tel +39 040 3890111  
Susanna Picucci/Giorgia Meretti - Cohn & Wolfe Milano - Tel +39 02 20239386 - 375  
Barbara Martinez, illycaffè España – Tel +34 93 303 4050, [barbara.martinez@illy.es](mailto:barbara.martinez@illy.es)