ILLYCAFFÈ AND BARCOLANA PRESENTED BY GENERALI INTRODUCE THE POSTER FOR THE 52nd EDITION, DESIGNED BY LORENZO MATTOTTI

THE ILLUSTRATOR NARRATES THE REGATA LIKE AN ODE TO THE JOY OF SAILING, THE PROTAGONISTS ARE A WOMAN AND A MESSAGE: TOGETHER. BECAUSE WE WILL ALL BE TOGETHER - IN TRIESTE AND ONLINE - OCTOBER 11th, 2020

ONLINE REGISTRATION BEGINS JULY 21st ON www.barcolana.it

Trieste, June 25th, 2020 - “Together”. Together at sea, together in Trieste, together thanks to sailing, connected by each location, and united by a shared passion. Barcolana presented by Generali is ready for its audience, and presents the 52nd edition, which will take place on Sunday, October 11th, preceded by a calendar of events on land and online which will begin October 3rd. Following a tradition which has continued for 6 years now, the first official communication is the presentation of the poster which illycaffè has created for the event.

After Michelangelo Pistoletto (2015), Gillo Dorfles (2016), Maurizio Galimberti (2017), Marina Abramović (2018) and Olimpia Zagnoli (2019), illycaffè, entrusted with the artistic direction of the poster, has chosen for its 52nd edition the distinctive drawings of Lorenzo Mattotti, the most influential and well-known Italian cartoonist and illustrator. Mattotti, who has designed posters for the Cannes Film Festival, the Sanremo Music Festival, and the covers of prestigious magazines, including the New Yorker, has designed a poster for Barcolana which is an ode to the joy of sailing, an image which brings a heroic female figure to the essence of Barcolana and puts her in the foreground, strongly emphasizing - after the organizers had introduced this consideration at Barcolana 51 - the central role of women in sports and particularly in sailing.

“Together” is the motto of the 2020 edition because being “together” is the primary wish of enthusiasts for the October event, and because everyone will be together thanks to sailing, the element which has connected the expansive international community of the Barcolana for over half a century.

“This year - said the president of the Società Velica di Barcola e Grignano, Mitja Gialuz - the important thing is that we will all be there, physically present at the Gulf or connected, to talk about sailing, to live the sea. We are working hard on organizing our regatta to unite the city, bringing all sailing enthusiasts to Trieste either in person or digitally: we will welcome with seafaring warmth all who arrive by sea and those who will sail with us through the web; what counts is that we will once again be together, on our most important day, that of the Barcolana. The poster designed by Lorenzo Mattotti for the 52nd edition - continues Gialuz - portrays that joy, that light-heartedness, that determination that every sailor feels when going to sea. It tells of our spirit: in that woman we see the essence of the purest
victory, which lies in knowing how to face and overcome limits and the intimate relationship each of us feels with the sea when we are sailing. With his poetic lines Mattotti has given us a hypnotic figure, who, like the classic divinities, unites strength and gentleness. Two qualities which the sea teaches those who love sailing and which we have always appreciated in the great protagonist women of the Barcolana over the last few years: from Isabelle Joschke to Marina Abramovic, from Tina Maze to Dee Caffari, from Olimpia Zagnoli to Vicky Song."

"illycaffè has endorsed the Barcolana and its values for many years. For the 52nd edition we have asked the great Italian cartoonist and illustrator Lorenzo Mattotti to express the importance of being together and the joy of sailing: and thus was born the poster which tells the culture of the sea and the beautiful sport that is sailing" - says Massimiliano Pogliani, CEO of illycaffè - "In a year such as this one, we are particularly happy to strengthen the partnership with this symbolic event of the city of Trieste, its energy and enthusiasm that has always surrounded the rite of the sea, and helping to communicate it through our deep connection with the world of art."

Barcolana is scheduled for October 11th, 2020 at the Gulf of Trieste, with a start time of 10:30 am. Online registration for the regatta opens July 21st at www.barcolana.it, and this year the entire process can be completed digitally. The schedule of events, which begin October 3rd, will be published very soon, as well as the regatta notice. Today 400 posters and 4000 cards will be sent out by the Società Velica di Barcola e Grignano, addressed to as many yacht clubs and boat owners of past editions, to directly promote the event to key players.

LORENZO MATTOTTI lives and works in Paris. He published his first cartoons in the late 70’s after completing his studies in architecture. In the early ‘80’s he established the Valvoline Collective with other artists. In 1984 he designed Fuochi, which is welcomed as an event in the world of comics and wins important international awards. His work, from Incidents to Stigmate, and on to Signor Spartaco, Doctor Nefasto, the man at the window and numerous other titles, evolves with signs of great consistency, and at the same time, with the eclecticism of an artist who chooses to continually explore new territories. Today his books are translated throughout the world, while his designs appear in magazines and newspapers including The New Yorker, Le Monde, Das Magazin, Süddeutsche Zeitung, Le nouvel Observateur, Corriere della Sera and la Repubblica. He has illustrated various children’s books, including Pinocchio and Eugenia, which in 1993 was awarded the Grand Prize of Bratislava, one of the greatest recognitions in the world of children’s literature. He has designed covers, publicity campaigns, and posters, amongst others for The Cannes Film Festival in 2000, and for L’Estate Romana. In 2002 he published Jekyll & Hyde, in 2003 the sound of frost, both for Einaudi, and during the same period, the posters of Mattotti (2002) and Angkor (2003) for Nuages; in 2008 he released Notes on the Landscape for Trichromia and The Adventures of Pinocchio for the series “1 Millenni” by Einaudi. In 2010, his work The Raven was born from a collaboration with Lou Reed. Mattotti also works with the cinema: in 2004 he contributed to the film Eros by Wong Kar-Wai, Steven Soderbergh, and
Michelangelo Antonioni; in 2007 he did one of six episodes for the collective animation film Peur(s) du noir- Fears of the Dark; in 2011 he worked on the animated sequences of Charles Nemes’ film Il était une fois... peut-être pas, and in 2012 he completed the backgrounds and characters of the animated film Pinocchio by Enzo D’ Alò. In 2013 he created the visionary work Oltremai which was exhibited at the Pinacoteca di Bologna. In 2014 he designed Vietnam for the series "Travel Book" by Louis Vuitton, and in 2017 he collaborated again with Jerry Kramsky, creating a new graphic novel with an epic breadth, Ghirlanda, which won the Gran Guinigi Prize during the 2017 edition of Lucca Comics & Games. His personal exhibitions are numerous, including his anthology at the Palazzo delle Esposizioni in Rome, at the Frans Hals Museum in Haarlem, at the Museum of Porta Romana in Milan, up to the most recent, the retrospective Sconfini (2016-2017) and Covers for the New Yorker (2018). Recently Lorenzo Mattotti directed the animation feature film The Famous Invasion of the bears in Sicily, based on the novel of the same name by Dino Buzzati, released in October 2019 and presented at the 2019 Cannes Film Festival during the screening of “Un Certain Regard”.

**ILLYCAFFÉ** is an Italian family business, founded in Trieste in 1933 and committed to offering the greatest coffee to the world. illy is the world’s most global coffee brand, producing the unique illy 100% Arabica blend made of 9 of the world’s best selections of Arabica; each day more than 8 million cups are consumed in over 140 countries in the finest cafés, restaurants, hotels and in offices and homes. illy has become the standard forerunner of espresso, and thanks to three critical innovations, is considered the leader in the science and technology of coffee. With the bestowing of the first “Ernesto Illy Award for quality espresso coffee” in 1991 in Brazil, illy also pioneered direct sourcing, sharing know-how and paying a premium price for the best quality, based on partnerships underwritten by the principles of sustainable development. The company also founded its University of Coffee with the aim of fostering and spreading its culture, providing comprehensive academic and hands-on training for coffee growers, baristas and coffee lovers in order to cover every aspect of the product. Everything ‘made in illy’ is enhanced by beauty & art, which represent founding values of the brand, starting from its logo – designed by an artist, James Rosenquist – and including the renowned illy Art Collection, comprised of over 100 cups designed by international artists. In 2019 the company was employing 1,405 people and posted consolidated revenues of €520.5 million. There are 269 stores and mono-brand illy shops in more than 40 countries.

**BARCOLANA** is the world’s largest regatta and takes place each year in Trieste the second Sunday of October. Organized in partnership with the municipality of Trieste, The FVG Region, and its main sponsor Generali, with the support of numerous partners, the event saw in its 50th edition, which took place on Sunday, October 14th, 2018, the presence of 2869 registered boats, a new world record for a sailing regatta. The 50th edition brought over 300,000 people to Trieste, proving itself to be one of the most attended events in Italy, with a worldwide return in terms of image. The victory of the 51st edition went to the yacht Way of Life.