

PRESS RELEASE

ILLYCAFFÈ AND BARCOLANA PRESENTED BY GENERALI UNVEIL THE OFFICIAL POSTER FOR
THE 2026 EDITION, CREATED BY SERSE ROMA

An artwork that transforms the sea of Trieste into a story of light, movement and poetry

Trieste, July 8th, 2026 – illycaffè and Barcolana presented by Generali are preparing for the 58th edition of the regatta by unveiling the official poster created by Serse Roma, one of the leading figures in contemporary drawing. An artist with deep ties to Trieste, Roma joins illycaffè and Barcolana in conveying the spirit and values of the event, following in the footsteps of Michelangelo Pistoletto (2015), Gillo Dorfles (2016), Maurizio Galimberti (2017), Marina Abramović (2018), Olimpia Zagnoli (2019), Lorenzo Mattotti (2020), Ron Arad (2021), Matteo Thun (2022), Judy Chicago (2023), Stefan Sagmeister (2024) and Robert Wilson (2025).

For the 2026 poster, Serse Roma chose to engage with one of the regatta's defining elements: the sea. His interpretation captures the evocative power of water through the expressive medium of graphite, creating a contemplative and immersive image that conveys the ongoing dialogue between light and surface, movement and stillness. The artwork invites viewers to see the sea not only as the setting for the regatta, but also as a place of encounter and belonging.

Born in San Polo di Piave in 1952 and a Trieste resident by adoption, Serse Roma has developed a distinctive and highly recognisable artistic practice, employing an essential yet refined visual language to explore the relationship between light, matter and nature. His works transform bodies of water and landscapes into images of extraordinary intensity, suspended between reality and abstraction. The relationship between Serse Roma and illycaffè dates back to 2005, when the artist created a sea-inspired decoration for the glass designed for illy's cold coffee, drawing inspiration from the waters of Trieste.

"For more than twenty years, illycaffè has supported Barcolana, an event that celebrates the deep bond between Trieste and the sea," said Cristina Scocchia, CEO of illycaffè. "For this edition, we chose an artist who has always known and observed that sea. In Serse Roma's work, water is never simply a landscape: it is light, movement, depth and constant transformation. His poster reminds us that the sea is much more than Barcolana's racecourse: it is an essential part of our identity, bringing together people, cultures and stories. Through his unique perspective, the dialogue between art and sailing that has accompanied the event for many years continues, allowing us to reveal a new facet of Barcolana each time."

"With Serse Roma's poster," commented Mitja Gialuz, President of Società Velica di Barcola e Grignano, "we return to our most defining element: the sea. It is where Trieste was born and grew, a place that reflects the city's very soul. Every year, on the second Sunday of October, thousands of boats cross its waters, creating a dance that renews a collective ritual unlike any other in the world. The sea is in constant motion, just like Barcolana. It is a metaphor for life, transformation and continuous renewal. Through the essential stroke of graphite, Serse Roma succeeds in capturing its magic with extraordinary sensitivity, giving us a work of great poetic intensity that encourages us to pause, observe

and rediscover the deeper meaning of our relationship with the sea. I would like to thank Serse Roma and illycaffè for this contribution, which enriches the story of Barcolana through the language of art."

The 58th edition of Barcolana will take place on Sunday, 11 October, in the Gulf of Trieste, preceded by a rich programme of events on land and at sea that will transform the city into the international capital of sailing.

illycaffè

Founded in Trieste in 1933, illycaffè is an Italian family-owned company whose mission has always been to offer the world's finest coffee. The company produces a unique 100% Arabica blend composed of nine carefully selected ingredients. Every day, more than 10 million cups of illy coffee are enjoyed in cafés, restaurants, hotels, branded coffee shops, homes and offices across more than 140 countries where the company operates through subsidiaries and distributors.

Since its foundation, illycaffè has pursued a sustainable business model, further strengthening this commitment by becoming a Benefit Corporation in 2019 and, in 2021, the first Italian coffee company to achieve international B Corp certification. Everything "made by illy" is enriched by beauty and art, beginning with its logo designed by James Rosenquist, the illy Art Collection, the iconic cups decorated by more than 135 internationally renowned artists, and coffee machines created by leading international designers.

With the aim of promoting a culture of quality among coffee growers, baristas and coffee lovers, the company established the Università del Caffè (University of Coffee), which today offers educational programmes in 24 countries worldwide. In 2025, illycaffè reported consolidated revenues of €700 million.

Barcolana

Barcolana is the largest sailing regatta in the world and takes place every year in Trieste on the second Sunday of October. Organised in partnership with the Municipality of Trieste, the Friuli Venezia Giulia Region, presenting sponsor Generali and the support of numerous partners, the event set a new world record during its 50th edition, held on Sunday, 14 October 2018, with 2,689 registered boats—the highest number ever recorded for a sailing regatta—and subsequently earned a Guinness World Record.

The 50th anniversary edition attracted more than 300,000 visitors to Trieste, confirming Barcolana as one of Italy's most widely attended events while generating global media visibility. In 2022, the regatta was won for the first time by a yacht skippered by a woman, American sailor Wendy Schmidt, competing aboard Deep Blue with the dual aim of promoting women's leadership in sailing and raising awareness of the need to protect the environment.

Since 2023, the event has been supported by World Sailing, the international governing body for the sport, which partners with Barcolana to promote participation, inclusion and sustainability, as well as Women in Sailing, the initiative inspired by presenting partner Generali to foster female leadership through sailing.

Following ten days of events on land and at sea, the 57th edition of the regatta took place on 12 October 2025 and was won by Arca SGR, helmed by Furio Benussi, who crossed the windward finish line at 12 knots in 1 hour, 43 minutes and 42 seconds, on a day characterised by light winds, with 1,865 boats on the starting line and more than 15,000 people at sea.

Further information

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