

PRESS RELEASE

ILLYCAFFÈ AND BARCOLANA PRESENTED BY GENERALI UNVEIL THE 2025 POSTER DESIGNED BY ROBERT WILSON

Trieste, September 8, 2025 – **illycaffè and Barcolana have unveiled the official poster for the 2025 edition of the regatta, created by Robert Wilson, one of the last works created by the scenographer artist who passed away on August 1st.** 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), and Stefan Sagmeister (2024), **illycaffè has once again chosen one of the most influential figures in contemporary international art to represent Barcolana.** This marks the **eleventh year** of illycaffè's commitment to exploring and expressing the spirit of the event through the eyes of great artists.

Robert Wilson interprets Barcolana with a composition that is both rigorous and theatrical: every element is arranged with scenic precision, with light playing a central role. His work merges artistic passion with the sea, using bold, primary graphic elements. The blue, illuminated by light, transforms into sky, sea, and sails - returning the event to its essence, and powerfully conveying the core elements of the regatta.

To create the poster, Wilson drew inspiration from a line in *Lady from the Sea*, his collaboration with **Susan Sontag**, who adapted Ibsen's classic play for the American director: *"We don't find it strange to belong to the land. How did this happen? Why did we come to belong to the land? Why not to the air? Why not to the sea? The desire to have wings. The strange dreams where you can fly without surprise - don't they suggest something? And so there are people who believe they belong to the sea."*

"The 2025 Barcolana poster is a beautiful journey into the color blue - a shade we all carry within us as lovers of the sea," said Mitja Gialuz, President of the Barcola and Grignano Sailing Society, which organizes the event. "Those who sail and live their passion for the sea find inspiration and strength in the nuances of blue. This color unites us all, just like this poster - one of the most striking in the collection of art and sea that illycaffè and Barcolana create together every year."

"For more than twenty years, illycaffè has proudly supported Barcolana, sharing a deep passion for the sea, for our region, and for culture," said Cristina Scocchia, CEO of illycaffè. "Trieste is our birthplace, and supporting this event means celebrating our roots and fostering an ongoing dialogue between art, community, and territory. The 2025 poster, brought to life by the great Robert Wilson, is a tribute to the sea - to its profound essence, its imaginative power, and its ability to unite people beyond all borders."

Barcolana 2025 will take place on **October 12** in the Gulf of Trieste, with the race starting at 10:30 a.m. A rich program of events on land and at sea will begin on **October 1**.

Robert Wilson - Born in Waco, Texas, Robert Wilson was one of the world's foremost theatrical and visual artists. His works for the stage unconventionally integrate a wide variety of artistic media, including dance, movement, lighting, sculpture, music, and text. His images are aesthetically striking and emotionally charged, and his productions have earned acclaim from audiences and critics around the world.

An eclectic figure in the contemporary art scene, director, sculptor, choreographer, painter, light-designer, video-artist and actor, he was a key figure in the world of experimental theater and an explorer in the use of time and space on stage. His productions transcend theatrical conventions and have decisively redesigned the way of understanding theater and opera. The originality of his vision was manifested - in the theater - through a new conception of time and scenic space, a personal use of light, a dominant centrality of the body, rigor in scenography.

Barcolana is the largest regatta in the world, it takes place every year in Trieste on the second Sunday of October. Organized in partnership with the Municipality of Trieste, the Friuli Venezia Giulia Region, the main sponsor Generali and the support of numerous partners, the event saw the presence of 2,869 registered boats in the 50th edition - held on Sunday 14 October 2018, a new world record for a sailing regatta, which was followed by the registration in the Guinness Book of Records. The fiftieth anniversary edition brought over 300 thousand people to Trieste, confirming itself as one of the most attended

events in Italy, with a return of image all over the world. In 2022, the regatta was won for the first time by a boat with a female skipper, the American Wendy Schmidt, who participated in the event with her "Deep Blue" with the dual objective of promoting the role of women in sailing and raising awareness of the need to protect the environment. Preceded by 10 days of events on land and at sea, the 56th edition of the regatta took place on 13 October 2025 and saw the victory of Arca SGR with Furio and Marta Benussi at the helm who crossed the finish line in 1 hour, 28 minutes and 14 seconds.

illycaffè An Italian family business founded in Trieste in 1933 that has always set itself the mission of offering the best coffee in the world. It produces a unique 100% Arabica blend made up of 9 different ingredients, selecting only 1% of the best Arabica beans. Every day, more than 10 million cups of illy coffee are enjoyed in bars, restaurants, hotels, single-brand cafes, homes and offices in over 140 countries, where the company is present through subsidiaries and distributors. Since its inception, illycaffè has oriented its strategies towards a sustainable business model, a commitment that it strengthened in 2019 by adopting the status of Benefit Corporation and in 2021 by becoming the first Italian coffee company to obtain international B Corp certification. Everything that is 'made in illy' is enriched with beauty and art, starting with the logo, designed by James Rosenquist, the illy Art Collection, the cups decorated by more than 135 international artists or the coffee machines designed by internationally renowned designers. With the aim of spreading the culture of quality to coffee growers, baristas and coffee lovers, the company has developed its University of Coffee which today has 24 locations around the world.

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