



**MARINA ABRAMOVIC PARTNERS WITH ILLYCAFFÈ'  
FOR THE BARCOLANA50 MANIFESTO  
“WE ARE ALL IN THE SAME BOAT”:  
TEAM SPIRIT IS THE KEY TO SAVING THE PLANET**

Milan, July 3, 2018 - We are all in the same boat. This is the message that Marina Abramovic is delivering for the participants, sea lovers and the public of the 50th Barcolana, through its event manifesto.

The great sailing event counts again on illycaffè's support. The global leader in the high-quality coffee segment is working on event manifesto, created by the most important contemporary artists thanks to its strong connection with the creative world.

Marina Abramovic and illy have used a popular saying to stress a simple but crucial aspect: even on different boats, when we compete for the best result, we sail on the same planet, which needs to be guarded and protected daily.



To do it we must set aside our individuality and behave as part of a single crew taking part in a regatta. By applying the art patterns and language, this message becomes universal: whether it's sport, safeguarding the planet or global actions – we need to team up.

**Barcola and Grignano sailing company, President Mitja Gialuz** said *"We were charmed by this message which is perfectly in line with our regatta. All in the same boat: Two thousand boats on the same start line sharing together a unique experience. Once again thanks to Illycaffè for adding value to our regatta using art as an event messenger. Everyone will give their own interpretation of the content that Marina Abramovic created for Barcolana. We want to highlight that at its purest level the regatta enhances the seafarers' spirit and includes respect, support and action for the environment."*





**Illycaffè President Andrea Illy** said, "To celebrate such an important anniversary we involved Marina because, in addition to the strong and long-standing bond of friendship that binds her to our company, she is one of the most sensitive and attentive interpreters of the contemporary art scene. The manifesto allowed us to move away from the classic schemes of communication and raise public awareness on critical issues. As Barcolana was created from a small community that over time has expanded, so its manifesto starts in Trieste to become a universal worldwide message.

The Barcolana50 publicity was suggested by Illycaffè creative director, Carlo Bach, and designed by Marina Abramovic in February in Milan. It was produced by Barcolana's art director, Matteo Bartoli (Basiq), who associated the artist's image to a graphic element that symbolises the regatta and on the special 50th anniversary event will include a special "gran pavese", the carousel of flags typical of the seafaring celebrations, designed with Barcolana colours. The city will host Barcolana for its 50th anniversary event in October.

**Illycaffè** 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 7 million cups are served 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 the 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 2017 the company was employing 1,290 people, and posted consolidated revenues of €467 million. There are approximately 244 stores and mono-brand illy shops in 43 countries.

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