**Faema E71E, DEVELOPED IN COLLABORATION WITH ItalDesign,**

**AWARDED THE Red Dot Award 2019**

* **Gruppo Cimbali’s iconic Faema E71E espresso coffee machine has been awarded the Red Dot Award 2019 for “Product Design”**
* **The international jury has selected the prizewinning project of Faema E71E for its “oustanding design”, inspired by car design**

Moncalieri/Binasco (Milano), March 25th, 2019

Faema E71E, developed in collaboration with Italdesign’s Industrial Design Division, is among the winners of the Red Dot Awards 2019, one of the world’s largest design competitions.

The international jury has awarded the innovative espresso coffee machine produced by the historic brand of Gruppo Cimbali’ for its “outstanding design” within the category “Product Design”.

Getting its inspiration from the automotive world, Faema E71E perfectly embodies Faema’s stylistic language and Italdesign’s design philosophy combining ergonomics, functionality and technology.

Intuitive and user-friendly , Faema E71E offers the highest setting customization and accessories choice. It also simplifies and exalt a barista experience and skills, for a perfect coffee extraction able to enhance the organolectic profile of every single coffee blend and origin.

The new independent groups are Faema E71E’s deep core, the combining point where a barista’s creativity meets the mechanics of a machine that allows an ideal coffee extraction management, from the temperature to the infusion time of every coffee blend.

“We are very happy about this award - Nicola Guelfo, Head of Industrial Design at Italdesign, said – it’s the culmination of a collaboration with Faema dating back to the early 90s with the E91 project, and it’s a confirmation of the international appreciation of design and industry Made in Italy”.

“We’re so proud of this award assigned to the Faema E71E - L Luigi Morello, Traditional Coffee Machines Business Unit Director Gruppo Cimbali, added – that is the result of a long-term and fruitful collaboration with Italdesign. The coffee machine is not only an essential element for the final quality of the espresso, but it also has become a décor and art element, following and sometimes creating new trends for cafés and coffee shops”.

Being one of the most important models displayed inside Faema Art & Caffeine (Milano, Via Forcella 7) flagship store, that during the Fuorisalone will host several events dedicated to the Italian coffee culture, Faema E71E will be displayed at the Italdesign showroom in in Tortona 31/Opificio during the Milano Design Week in a special edition, namely painted the same color of Italdesign DaVinci, the concept design that was world premierd at the Geneva International Motor Show in March and that will be presented alongside

**Italdesign**

*Since 1968, Italdesign has been operating in the automotive industry as a service company specialized in Design, Engineering and Prototyping serving OEMs worldwide. Part of the Volkswagen Group since 2010, headquartered in Moncalieri (Turin, Italy), with1,000 staffs in Italy and abroad, Italdesign never changed its mission of being a major player in the mobility world.*

*Established in 1981 the Industrial Design Division, it offer quality design, engineering and research into any industrial project, developed for client world-wide.*

**FAEMA**

*With a long history and a great tradition that has often led the way in the design, manufacture and distribution of professional espresso coffee machines, FAEMA is the best interpreter of master coffee, highlighting the barista's skill and passion and ensuring the perfect extraction of the best coffees.*

*The brand is part of Gruppo Cimbali, a world leader in the design and manufacture of professional machines for coffee and drinks using fresh milk, along with equipment dedicated to the cafeteria. Its headquarters are in Binasco, on the outskirts of Milan.*

Contact:

Italdesign Gruppo Cimbali

Christian Bolognesi Barabino & Partners

Mob. + 39 335 7275212 Tel. +39.010.272.50.48

Email: christian.bolognesi@italdesign.it Ilaria Schelotto

e-mail: [i.schelotto@barabino.it](mailto:i.schelotto@barabino.it)

Cell. +39.335.69.81.186

Jacopo Pedemonte

e-mail: [j.pedemonte@barabino.it](mailto:j.pedemonte@barabino.it)

Cell. +39.347.06.91.764