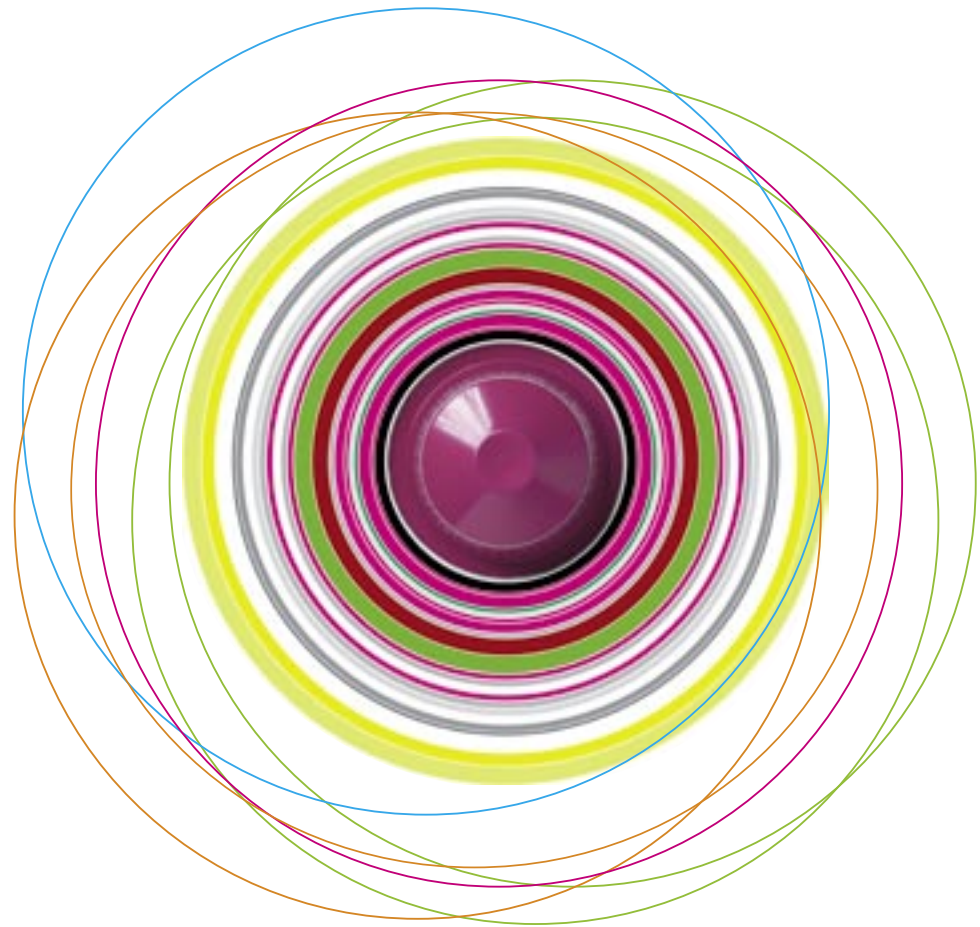


NESPRESSO INSIDE

What does the future have in store for the evolution of coffee culture? Nespresso invited design students from across Europe to submit their coffee visions to the 1st Nespresso Design Contest. A top-class jury of internationally renowned designers such as Javier Mariscal and Patrick Norguet were asked to select the winners from the 364 projects submitted. The results were presented at La Triennale during the prestigious Salone del Mobile 2006 in Milan.



INNOVATION PURE

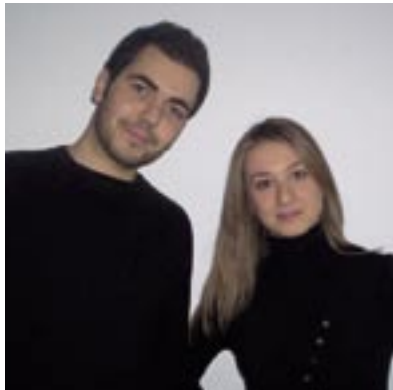


An international forum of renowned design experts evaluated the projects submitted to the 2005 NESPRESSO DESIGN CONTEST and selected the winners.

The jury members:

Alberto Alessi (Managing and Creative Director of ALESSI); **Elisa Astori** (Designer of the Italian furniture company DRIADE); **Design Legend Giulio Cappellini** (POLTRONA FRAU GROUP, Italy); **Konstantin Grcic** (Designer, Germany); **Alfredo Häberli** (Designer, Switzerland); **Ineke Hans** (Designer, Netherlands); **Javier Mariscal** (Designer, Spain); **Patrick Norguet** (Designer, France); **Gilda Bojardi**, (Chief Editor of Italian design magazine INTERNI); **Gerhard Berssenbrügge** (CEO of Nestlé Nespresso S.A.); and **Arturo dell'Acqua Bellavitis**, Vice President of the Milan Triennale, who facilitated the jury session.

364 projects were submitted, but only 4 made the pick – based on clarity of vision, innovative potential and technical feasibility.



Simone Spalvieri and Valentina Del Ciotto of the Politecnico di Milano won First Prize with their Nespresso Card.



Machine design that needs no instruction manual

Nespresso is so much more than mere coffee: it is an experience in which the preparation of coffee plays a very special part. In close collaboration with experts in technology and design Nespresso developed a generation of entirely novel espresso machines. Patented technology and innovative design simplify the preparation in supreme quality. For over 15 years, Swiss designer Antoine Cahen, co-founder of 'Les Atelier du Nord' in Lausanne, has been responsible for giving the Nespresso machines their unmistakable look. His design concept is a result of the machine's functionality. Easy handling and a quick grasp of the design are essential: "Good design is not just form but also function. It tells the observer immediately just how something works, even without an instruction manual," Cahen explains. As a worldwide pioneer of portioned coffee, Nespresso has been revolutionising the coffee market over the last years and given coffee a new mobility while simultaneously opening new possibilities for design and getting rid of old limitations. Thanks to the individual capsule system and the functional machines perfect coffee can today be prepared virtually everywhere.



Lavrans Lauding of the ABK Arnhem and Thijs van Cuyk won the Second Prize with INCar Nespresso.



Mika Nenonen, designer of the Third Prize winner Slow Coffee, from the University of Applied Arts Helsinki.

The Nespresso Design Contest 2005

As befits the company's pioneering spirit, Nespresso went a step further and encouraged tomorrow's designers to explore the subject "Coffee Unplugged". "After winning the Swiss marketing award 2004/5, we had the idea for a Nespresso Design Contest, a competition to promote European design students," explains Nestlé Nespresso CEO Gerhard Berssenbrügge. The task set was the formulation and design of a visionary project that deals with the following questions: How will the ritual of drinking coffee change in the future? How can "coffee on the move" be experienced anew? What is the next necessary step to adapt it further to our nomadic culture? Students were called upon to look at the assignment from all possible angles in order to conceive new inventions to do with the future of coffee consumption. The aim was to allow them to break loose from conventional thinking and old traditions, to encourage them to let their imagination run wild.



Four Prizes were awarded and received prototypes: First, Second and Third Prize, and Special Mention.

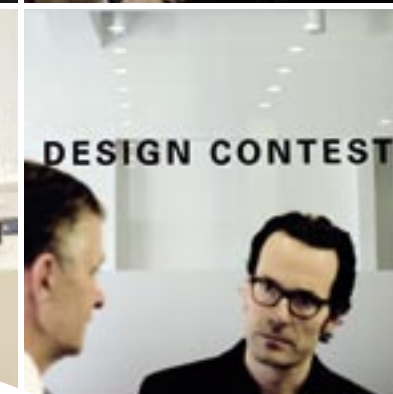
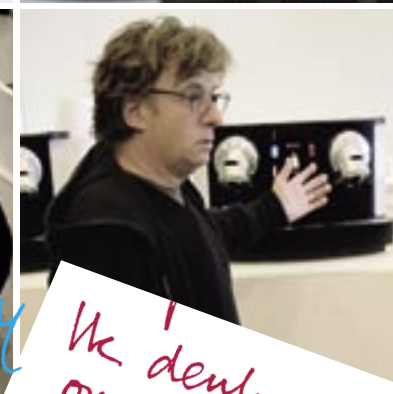
Jet Scholte from the Design Academy Eindhoven received Special Mention for her Playful Leftover.

The International Jury

Nespresso was supported by a top-class international jury of experts that included Alberto Alessi (managing and creative director of ALESSI); Elisa Astori (of Italian furniture company Driade); design legend Giulio Cappellini (POLTRONA FRAU GROUP, Italy); Konstantin Grcic (designer, Germany); Alfredo Häberli (designer, Switzerland); Ineke Hans (top-ten Dutch designer); Javier Mariscal (designer, Spain, currently working on the Hotel Puerta America); Patrick Norguet (designer, France); Gilda Bojardi, Editor-in-chief of Italian design magazine INTERNI; and Gerhard Berssenbrügge (CEO of Nestlé Nespresso S.A.).



Summit of the design professionals: Arturo dell'Acqua Bellavitis, Alberto Alessi, Alfredo Häberli, Gilda Bojardi, Gerhard Berssenbrügge, Ineke Hans, Patrick Norguet, Konstantin Grcic, Elisa Astori, Giulio Cappellini, and Javier Mariscal.



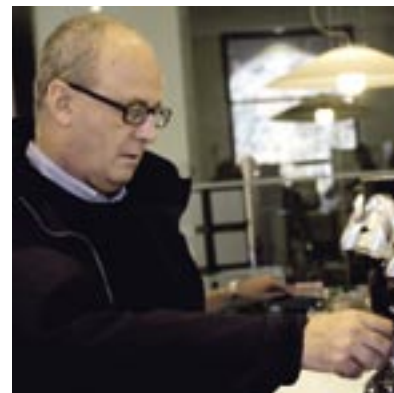
To discover a new way coffee! Alberto Alessi

I think that coffee is much than a drink. It is an element around which you can create rites and beautiful stories -

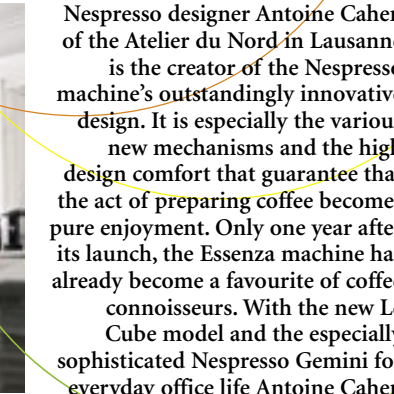
Ik denk dat het erg waardevol om altijd vragen te blijven stellen wat je doet en waar je wilt! toe wilt!

THE RESEARCH OF A NEW WAY OF "LIVING COFFEE MOMENT" IN OUR DAILY LIFE - Patrick Norguet

Giulio Cappellini



2005
NESPRESSO
DESIGN
CONTEST



Nespresso designer Antoine Cahen of the Atelier du Nord in Lausanne is the creator of the Nespresso machine's outstandingly innovative design. It is especially the various new mechanisms and the high design comfort that guarantee that the act of preparing coffee becomes pure enjoyment. Only one year after its launch, the Essenza machine has already become a favourite of coffee connoisseurs. With the new Le Cube model and the especially sophisticated Nespresso Gemini for everyday office life Antoine Cahen has once more set impressive new accents in product design.

1 All-round talent: the CONCEPT LINE presents a timeless design object for every part of the home, combining sophisticated functionality with eclectic design details.

2 A shining example of both technical innovation and new stylistic language: The Nespresso ESSENZA was given the "Red Dot Award", the "Good Design" award of the Athenaeum Museum of Architecture and Design in Chicago, and the British "Industry Award".

3 Clear minimalist lines: LE CUBE is simultaneously futurist and retro – perfect for aficionados of purist design. "We aim to please people who care about aesthetic design, people such as designers or architects. Nespresso Le Cube has a strong identity. It's a trendsetter."



Leading European Design Schools

The invitation was mainly extended to students of the leading European design schools such as Fabrice - Treviso, Politecnico di Milano, ECAL - Lausanne, HGKZ - Zurich, Royal College of Art - London, Escuela de Arte y Superior de Diseño - Valencia, UIAH - Helsinki, Design Academy Eindhoven, Akademie der Bildenden Künste - Stuttgart, Universität der Künste - Berlin, Universität der angewandten Kunst - Vienna, École Camondo - Paris, and École Boulle - Paris. Students without university affiliation were also invited, though. The interest generated was great: 25,000 prospective participants visited the Nespresso Design Contest website and more than 1000 enrolled; 364 students from 22 countries submitted their visions of the future. However, only 24 survived the preselection and were invited to develop 3D models for the exhibition at the Milan Triennale.

The Jury In Session

The design café of the Triennale in Milan, one of the best-known architecture and design museums worldwide, served as meeting place for the selection of the winners of the Nespresso Design Contest. It was there that the ten jury members congregated last November and turned the day of decision into a summit of design experts. The jury members all knew one another and quickly launched into vivid discussions on their personal coffee experiences, impressions, and the current market situation. Arturo dell'Acqua Bellavitis, Vice President of the Triennale acted as moderator. He piloted the assembled team through an exciting and busy day that was also documented by a photographer and a film crew.

The jury had a difficult task to fulfil, as there was no shortage of professional and perfectly presented design ideas. Every project was given the same degree of attention, scrutinised, discussed and questioned: What about the design's functionality? The quality of the idea behind it? The relationship to the task at hand? Not always were the sense and function of the projects submitted immediately apparent.

A busy morning was followed by a short recess, first impressions were discussed at lunch, which was followed by the second round. The more decisions there were to be made, the more spirited the discussions became. Despite the difficulty of their task, the scenting out of quality visibly delighted the august circle of international experts and their commitment was commendable. Swiss designer Alfredo Häberli especially did not hesitate to show his enthusiasm or disapproval. "There are many different definitions of design, from accessories to architecture", remarked Gilda Bojardi. The stylistic range included everything from organic to functional and from ironic to decorative. There were recycling concepts, coffee dispensers, car coffee machines, coffee lipstick, coffee facemasks, and beautiful decorations. "The projects are just like real life: lots of mistakes and unbelievable ideas", maintained Javier Mariscal. "I personally favour two approaches: the ideas that deal with recycling, and the small tidbits that go with coffee, such as chocolates and cookies. Not that they have anything to do with the Nespresso system, but they do have to do with enjoying coffee", declared Elisa Astori.

"We aim to please people who care about aesthetic design, people such as designers or architects. Nespresso Le Cube has a strong identity. It's a trendsetter."

Antoine Cahen

Ineke Hans had a more critical perspective of the students: "Nowadays students seem to be more visually-orientated than interested in content. Maybe that's a sign of the times, given our visual world." Patrick Norguet urges young designers "to follow one idea and not get distracted by pure visual representation." Giulio Cappellini appeared as confident as calm: "In my opinion, a coffee break needs to be regarded as an interval, a rest period – a moment of pure enjoyment." "The challenge is to find a new way of preparing coffee and a new ritual that comes with it. These two things go hand in hand. And the technology available today can indicate new directions for the preparation of coffee", said Alberto Alessi. The discussions went on until late in the afternoon. Several factors were decisive for the evaluation of the designs submitted. Conceptual quality and a clear vision, innovative potential and quality of design were the most coveted attributes. Technical feasibility, however, also needed to be considered. "What we are interested in today is the practical feasibility of the projects, not merely an utopistic scheme or an unworkable idea", explained designer Konstantin Grcic.

The Winners

Three winners and one special mention were finally selected from the 24 nominees of the final round. The first prize was awarded to Simone Spalvieri + Valentina Del Ciotto of the Milan Politecnico for "Nespresso Card", a coffee dispenser accessible via a personal card. Once the Nespresso client has registered his individual coffee preferences online, he is given a personal chipcard. The card grants him access to his

individually chosen coffee – Espresso or Lungo, with sugar or black – in all Nespresso boutiques worldwide, allowing him to enjoy exclusive coffee anywhere and without reserve. The second prize was awarded to Thijs van Cuyk + Lavrans Lauding from the Netherlands for their "InCar Nespresso" project, a coffee machine for cars. The third prize went to Mika Nenonen (Finland) for his "Slow Coffee" machine, which can be operated at the table and is able to hold up to 10 coffee capsules. The Special Mention went to Jet Scholte for "Playful Leftover", a recycling idea by which spent capsules could be transformed into playful products that make users see the world through different eyes. All 24 projects selected for the final round and transformed into 3D models were displayed at the Milan furniture fair (April 4 -10, 2006) in an exhibition designed by Swiss graphic designer Werner Jeker in the Triennale.

Conclusion

"The competition served to visualise what young people think about coffee. That is a good approach for a company to understand the needs and wants of youth", said Arturo dell'Acqua Bellavitis. The award conforms to Nespresso's characteristic attribute of looking at the future in innovative ways and of anticipating it. The Nespresso system has paved the way for a new coffee culture; the Nespresso Design Contest has further promoted it and opened new dimensions of enjoying coffee. "It wasn't an easy task for us to determine which ideas were the most convincing. Eventually, however, we came to a general agreement", stated Gerhard Berssenbrügge. "I'm very happy with the result of our competition."