

THE NEW NESPRESSO DESIGN CONTEST 2008

In the quest to redefine the future of coffee drinking, the 2nd Nespresso Design Contest 2008 goes into the next round. International design students with innovative and visionary coffee concepts and the know-how to professionally conceive them are called upon to participate. Designers of the next generation: Join the unique Nespresso success story and help us continue it!



The Jury 2005


The following renowned design experts examined and evaluated the contest entries: Alberto Alessi, Managing & Creative Director of Alessi; Elisa Astori of Driade; Giulio Cappellini of the Poltrona Frau Group; German designer Konstantin Grcic; Swiss designer Alfredo Häberli; Dutch designer Ineke Hans; Spanish designer Javier Mariscal; French designer Patrick Norguet; Gilda Bojardi, Editor in Chief of Interni magazine; and Nestlé Nespresso S.A. CEO Gerhard Berssenbrügge.

A Glimpse Back:

The 1st Nespresso Design Contest called upon international design students to explore the evolution of coffee culture: “How will the coffee-drinking ritual change in the future? How can coffee on-the-move be experienced anew? What is the next necessary step to further adapt coffee to a culture of modern nomadism?”

The response was overwhelming. Although the contest was addressed primarily to students of leading European design colleges (such as the Politecnico di Milano, the Royal College of Art in London or the Paris École Camondo), students from overseas design institutes also entered the competition. 25,000 potential participants visited the Nespresso Design Contest website, 1,200 registered for the contest and 460 students from 22 countries submitted their designs. Choosing the 24 entries for display at the Milan Triennale was a major challenge for the international panel of design experts!

A Glimpse Ahead:

The 2nd Nespresso Design Contest challenges the next round of participants to address “Simplicity & Coffee Luxury” – two cornerstones of the Nespresso experience. Simplicity stands for the eternal quest for timeless quality and perfection without unnecessary complexity. Luxury means that Nespresso products are not only functional and smart; they are also dedicated to aesthetically pleasing design and innovation – in other words, beauty and style. Our multicultural society seeks products whose interfaces are easy to grasp and comprehensible for everyone, where international markets demand a clear design language. One thing, however, is certain: The notion of “simplicity” should by no means be understood as mere functionality. The challenge of the Nespresso Design Contest 2008 will be to discover solutions that are both aesthetically pleasing and surprising. 

The Winners of the 1st Nespresso Design Contest:

The panel finally selected three winning contributions. The First Prize was awarded to Simone Spalvieri and Valentina Del Ciotto (Politecnico di Milano) for a coffee machine to be used with a personal chipcard (1). With the chipcard and online registration of individual coffee preferences, the Nespresso customer can enjoy favourite coffees wherever, whenever and however throughout the world. Second Prize went to Thijs van Cuyk and Lavrans Lauding (ABK Arnhem) for their “InCar Nespresso” project, a coffee machine for automobiles (2). Mika Nenonen (University of Applied Arts Helsinki) won Third Prize for his “Slow Coffee” machine (3). Used at table, it accommodates up to ten coffee capsules.



For general information, dates & conditions of participation, please visit www.nespresso.com/design