

Press release 23/07/07

## **Faema redesigns the coffee experience together with POLI.design – Consorzio del Politecnico di Milano**

Faema sponsors the first European course of post-university training in "Food Experience Design".

Established by POLI.design (Consortium of Milan Politecnico University), the course will be held in the autumn of 2007. Aimed at architects and designers, it will be dedicated to the conception and design of new food shops.

Special attention will be paid during the course to the evolution of traditional shops towards multipurpose formats with a high design content.

***Faema** - Faema has significantly contributed to the history of professional espresso coffee and cappuccino machines in Italy and around the world. Faema has been producing espresso coffee machines with distinctive elegant design and always innovative technological features since 1945. The Group is based close to Milan. Its 5 manufacturing plants, covering a total of 75,000 m2, of which 40,000 m2 indoor, represent the world's largest area completely dedicated to the production of professional espresso coffee machines. Today the Group exports almost 70% of its production in more than 100 countries through a network of more than 700 direct distributors that are organized to provide also after-sales support to end users.*

***POLI.design** - The Consortium of Milan Politecnico University, linked to the Faculty of Design, is a non-profit-making body organising specialised post-university courses aimed at innovation and design, development of applied research projects for companies and competitions for ideas, as an active "bridge" between training, university research and companies.*