



PININFARINA WINS THE GERMAN DESIGN AWARD 2023 FOR LEEVE ESPRESSO MACHINE

Turin, 15th December, 2022 - The German Design Council draws **Levee Professional Coffee Machines** as the winner of the **German Design Award 2023** in the category **Excellent Product Design - Kitchen**.

The German Design Award is a prestigious prize assigned by the German Council, which is the expert for brand and design in Germany. It supports the industry in all matters consistently aimed at generating an added brand value through design. The jury rewarded Pininfarina's expertise in designing unique and innovative products as well as user experiences.

Levee Professional Coffee Machines, winner of the prestigious **Good Design Award in 2021**, once again is awarded for bringing together the most advanced technologies developed by Helvacioğlu Kahve, one of the most appreciated premium espresso Turkish coffee

producers, and the exclusive style and user experience developed by Pininfarina.

The **elegant design of the Levee coffee machines** studied by Pininfarina stands out from competition, setting an unprecedented standard in the market. Balancing warm and cold materials, such as the metal and wood, confers to Levee coffee machines a harmonic aspect while returning a pleasant tactile contrast. The use of wood is not purely aesthetic, but hides capacitive buttons underneath, making the interaction pleasant and satisfying. Finally, the wise use of glass feet, inspired by the extended expertise of Pininfarina in furniture design, creates a floating effect, providing a sensation of lightness.

The Levee Coffee Machine was also designed to put the **needs of baristas at the centre of the whole** ▶



experience, creating the best conditions to easily brew the finest coffee. A result achieved through Pininfarina's extensive field research, which initially focused on studying the daily gestures, behaviours and habits of qualified professional baristas in the

work environment, as a second step, actively involved them to explore their needs, pain points and wishes by co-creating, testing and refining many prototypes. This extended iterative process led to the realization of the award winning Levee Coffee Machines. ▲

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