



illycaffè renews its collaboration with Biennale Arte

Four artists created the illy Art Collection dedicated to the 61st International Art Exhibition by Koyo Kouoh

Trieste, 25 February 2026 – **illycaffè**, led by Chief Executive Officer Cristina Scocchia, renews its long-standing partnership with **Biennale Arte**, once again confirming its role as a promoter of beauty through the language of contemporary art. The **61st International Art Exhibition - La Biennale di Venezia**, titled ***In Minor Keys*** and conceived by Koyo Kouoh, will open to the public on May 9th in Venice, reaffirming its status as the world's most important contemporary art exhibition.

Within this prestigious setting, illycaffè presents the new **illy Art Collection** dedicated to Biennale Arte 2026, created by four internationally renowned artists. The artists interpret the exhibition's title, *In Minor Keys*, as a hymn to resilience, care and connection, focusing on an art that does not shout, but instead builds bridges and offers hope. Once again, the iconic illy cups are transformed into artists' canvases, on which the four selected artists have expressed their creativity, giving life to a project that brings together beauty and goodness, a defining hallmark of the illy brand.

"We are proud to renew our collaboration with Biennale Arte, a partnership that reflects our belief that beauty and culture are bridges capable of bringing people together. In Minor Keys invites us to slow down and pay attention to what often goes unheard: care, connection and presence. With the illy Art Collection, we wanted to accompany this vision, transforming an everyday gesture into an invitation to connect," comments **Cristina Scocchia, Chief Executive Officer of illycaffè**.

The collaboration between illycaffè and Biennale Arte is renewed under the banner of inclusion and dialogue, core values that guide illycaffè's communication through contemporary art and reinforce its mission to offer high-quality experiences on a global scale. A company long committed to supporting culture and sustainability, illycaffè confirms its role as **main sponsor of Biennale Arte**, offering visitors the opportunity to enjoy the unique illy blend at the event's refreshment areas.

Now in its 61st edition, Biennale Arte represents an essential point of reference for artists, curators, collectors and art enthusiasts alike, consolidating its position as an international stage for contemporary art and a meeting place for cultures, ideas and innovation.

illycaffè

illycaffè is an Italian family-owned company, founded in Trieste in 1933 which has always set itself the mission of offering the best coffee to the world. It produces a unique 100% Arabica blend composed of 9 different ingredients. The company selects only 1% of the best Arabica beans. Every day more than 10 million cups of illy coffee are served in over 140 countries around the globe, in the cafés, restaurants and hotels, in single-brand cafés and shops, at home and in the office, in which the company is present through subsidiaries and distributors. Since its foundation, illycaffè has oriented its strategies towards a sustainable business model, commitment that it strengthened in 2019 by adopting the status of Benefit Company and in 2021 becoming the first Italian coffee company to obtain the international B Corp certification. Everything that is "made in illy" is about beauty and art, the founding principles of the brand, starting from its logo, designed by artist James Rosenquist, up to illy Art Collection cups, decorated by over 135 international artists, or coffee machines designed by internationally renowned designers. With the aim of spreading the culture of quality to growers, baristas and coffee lovers, the company has developed its Università del Caffè which today holds courses in 24 countries around the world. In 2024, the company had a turnover of €630 million. The illy single-brand network has 157 points of sale in 28 countries

For further information

pressroom.illy.com

illycaffè: Christine Pascolo – christine.pascolo@illy.com

Press Office: BPRESS: illy@bpress.it – Chiara Sandonato Tel. +39 340 2597034