



## De'Longhi at the 82<sup>nd</sup> Venice International Film Festival - La Biennale di Venezia

### A new chapter in Italian excellence

Treviso, July 22<sup>nd</sup>, 2025 – A longstanding symbol of Italian excellence, De'Longhi continues its commitment to promoting culture, taste, and beauty in the world's most iconic creative settings. For the first time, the brand will be a supporter of the 82<sup>nd</sup> Venice International Film Festival – La Biennale di Venezia.

This participation holds special significance as a symbolic return to the brand's roots in Treviso, in the heart of the Veneto region, reaffirming its role as a global ambassador of Italian lifestyle. Venice — an enduring crossroads of art and culture — becomes the ideal stage to showcase De'Longhi's vision of "perfection": not a distant ideal, but a tangible experience found in everyday moments — like sharing a coffee, enjoying beauty, savouring taste, and embracing authenticity.

The dialogue between De'Longhi and La Biennale di Venezia is built on **shared values**: a passion for excellence, support for creative talent, and a desire to promote Italian culture in all its forms. This shared vision is at the core of De'Longhi's participation in the Festival, as a reflection of a sophisticated, sociable lifestyle open to cross-cultural exchange.

For the duration of the event, De'Longhi will be present with a **special activation** at the **Terrazza Cinematografo** — an exclusive space that will serve as a modern lounge for guests, artists, and industry professionals to meet, unwind, and find inspiration. Here, coffee becomes an integral part of the cinematic experience and the narrative of taste, helping shape a moment that is perfect in every detail.

With this initiative, De'Longhi strengthens its connection to Italian culture and reinforces its **international positioning** as an ambassador of a refined lifestyle — one where everyday rituals are elevated into meaningful experiences. It is a concrete expression of the brand's commitment to celebrating craftsmanship, renowned figures, and emerging voices that enrich **Italy's creative heritage**.

De'Longhi's presence at the 82<sup>nd</sup> Venice International Film Festival marks a new chapter in its ongoing journey to honour Italian know-how — bringing excellence to life where it is seen, heard, and felt.

#### **About De'Longhi**

Our story tells of the rise of an Italian company that, in just a few decades, has become a leading player in the global market and a major multinational group.

De'Longhi is synonymous with innovative domestic appliances, combining distinctive Italian design with performance and reliability to enhance everyday home life.

With a strong focus on coffee as its core business and deep roots in home comfort, De'Longhi stands out for its international mind-set and the dedication of its people in pursuing excellence.

*It's not just perfect, it's perfetto.*

For more information:

#### **Pilot Room**

De'Longhi Press Office

Cecilia Mecheri | Agnese Paris | Irene Lomellini

[delonghi@pilotroom.it](mailto:delonghi@pilotroom.it)