ALWAYS A pleasure.

LAVAZZA

THE 2027 LAVAZZA CALENDAR BY MAGNUM PHOTOS

PRESS KIT

ALWAYS A *pleasure*

40° 42' 11.9'' N
NEW YORK
73° 59' 17.3'' W

38° 42' 07.2'' N
LISBON
9° 10' 49.8'' W

22° 17' 39.0'' N
HONG KONG
114° 10' 08'' E

C O N T E N T S

- Lavazza Calendar 2027: Always a Pleasure
- The three Photographers and their Images:
  - New York by Jim Goldberg
  - Lisbon by Alex Majoli
  - Hong Kong by Paolo Pellegrin
- Magnum Photos: 80 Years
- Credits

LAVAZZA CALENDAR 2027
ALWAYS A PLEASURE

Jim Goldberg, Alex Majoli and Paolo Pellegrin take viewers on a photographic journey through New York, Lisbon and Hong Kong, where different gazes and perspectives portray coffee as a shared ritual

...In a world moving at a relentless pace, time seems to slip away, apparently unstoppable. Yet all it takes is a moment's pause to break the spell and realise that ***a small moment of pleasure can change the rhythm of the day...***

New York, 13 November 2026 - Three photographers, three cities, four moments of the day and fifteen images come together to portray an experience that is both universal and deeply personal: the pleasure held within a single moment.

In its thirty-fifth edition, the 2027 Calendar continues Lavazza's exploration of the concept **Pleasure makes us human**, reflecting on the **pleasure found in a single moment**. Once again creatively directed by the agency **Armando Testa**, this year's edition is titled **Always a Pleasure**. Three leading Magnum Photos photographers—**Jim Goldberg**, **Alex Majoli** and **Paolo Pellegrin**—captured the story in three extraordinary locations: **New York**, **Lisbon** and **Hong Kong**. From the first light of morning into the evening, the images trace coffee's journey through places, people and everyday situations. It takes on different forms yet remains instantly recognizable as a daily ritual.

The project is celebrated in the exceptional setting of the Guggenheim Museum in New York. Lavazza has supported the cultural institution Lavazza has supported since 2014.

Speaking about the *Always a Pleasure* concept, **Francesca Lavazza**, **Board Member of the Lavazza Group**, said: *«For more than thirty years, the Lavazza Calendar has provided a meeting place between our identity and the independent vision of artists. With 'Always a Pleasure', we invited Jim Goldberg, Alex Majoli and Paolo Pellegrin to reflect on pleasure in contemporary life: different latitudes and cultures, one shared human geography. Their visual languages are profoundly different, yet they share an ability to capture what unfolds between people, in spontaneous gestures and seemingly ordinary moments. This is precisely where coffee finds its natural place: not as the protagonist, but as a discreet presence, a daily ritual that accompanies our time and creates opportunities to come together».*

Michele Mariani, **Executive Creative Director at Armando Testa**, also highlights the choices that shaped the new Calendar: *«With "Always a Pleasure", we set out to explore the many nuances of pleasure through the sensibilities of three contemporary photographers. Their perspectives are distinct and unmistakably their own, yet together they create an authentic, universal narrative in which the ritual of coffee becomes a thread connecting different cultures and places—slowing time down and bringing the emotion of small, everyday gestures into focus».*

Each photograph freezes a moment that holds a story, a fragment of life. The three photographers observe how pleasure takes shape in everyday life. Coffee is the recurring thread running through the narrative, a familiar ritual that moves naturally across geographies and time zones. Because pleasure often lies not in extraordinary events, but in the extraordinary intensity with which we experience life's simplest and often most unexpected moments.

In his images shot in Hong Kong, **Paolo Pellegrin** captures precisely this element of unpredictability: *«In my photography, I look for the moment when the unspoken – life itself – bursts into the frame. Pleasure lies in remaining open to the unexpected, so that what I cannot control finds its way in what I am creating».* The moment – the smallest unit of time we can perceive – helps create the

extraordinary fabric of our lives, the encounters we experience and the memories that remain with us over time. Capturing its essence means remembering that life is made up of moments, and that every tiny fragment of time, just like a drop of coffee, holds everything we need to feel good. That distinctive quality of the moment is also what **Alex Majoli**, identifies in Lisbon. Speaking of pleasure, he says: *«It is the intensity of presence: those fleeting moments when the theatre of everyday life suddenly reveals itself and we become aware of the mystery of being here»*. These are small epiphanies, moments that bring us back to ourselves and give us a sense of wellbeing. For **Jim Goldberg**, who offers his perspective from New York *«Pleasure comes from being an artist and creating something to share with and perhaps challenge others».*

The 2027 Calendar speaks of a universal desire for balance and harmony, pursued through the search for authentic moments. Every culture has its own ways of experiencing pleasure, through rituals that bring a special spark to the day. Giving each moment our full attention offers a welcome pause from the speed of the world. From this perspective, the **coffee ritual**, wherever we may be, connects us with others and invites us to discover that **the most important stories are often hidden in the simplest things**.

Over the years, Lavazza has cultivated an ongoing dialogue with internationally renowned cultural institutions, establishing itself as an ambassador not only for Italian coffee, but also for creativity and beauty around the world.

Art and coffee share the ability to create encounters, spark curiosity and bring different perspectives closer together. This affinity has underpinned the journey shared by Lavazza and the Guggenheim Museum since 2014, as part of a broader commitment to an open, accessible and participatory culture. In 2023, Lavazza's commitment to the Guggenheim was further enriched by the institution's participation in **IncluVisity**, a Lavazza project involving several museum partners in Italy and internationally. It supports inclusive visitor experiences designed to meet the needs of different audiences and overcome physical, cognitive, linguistic and social barriers. The same spirit of openness runs through the **Lavazza Calendar**: a view of the world made up of moments, encounters and stories that find common ground in photography, reminding us that looking from different perspectives is the first step towards understanding and embracing the complexity around us – through a moment of pleasure.

For press inquiries, please reach out to:
pressoffice@lavazza.com

About Lavazza Group

Lavazza, founded in Turin in 1895, has been owned by the Lavazza family for four generations. Today the Group is one of the leading players on the global coffee scene, with turnover of over € 3.9 billion and a portfolio of top brands that lead their respective markets, such as Lavazza, Carte Noire, Merrild and Kicking Horse.

It is active in all business sectors and has operations in 140 markets, with 9 manufacturing plants in 5 countries. The Group's global presence is the result of over 130 years of growth and the more than 30 billion cups of Lavazza coffee produced every year are a testament to a remarkable success story, with the goal of continuing to offer the best coffee possible, in all forms, by focusing on every aspect of the supply chain, from the selection of the raw material to the product in the cup.

Lavazza Group has revolutionized coffee culture by investing continuously in research and development: from the intuition that marked the company's earliest success - the coffee blend - to the development of innovative packaging solutions; from the first espresso sipped in Space to the dozens of industrial patents. The ability to be ahead of time is also reflected in the attention of economic, social and environmental issues - which have always been a benchmark for guiding corporate strategies.

"Awakening a better world every morning" is the corporate purpose of Lavazza Group, with the aim of creating value for shareholders, collaborators, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.

Jim Goldberg, Alex Majoli and **Paolo Pellegrin:** three distinctive visions of the coffee ritual for the new Lavazza Calendar

For the 2027 Calendar, Lavazza has chosen to collaborate with three outstanding names in international photography: **Jim Goldberg**, **Alex Majoli** and **Paolo Pellegrin**, all members of the prestigious Magnum Photos, which also celebrates its **80th anniversary** this year. The Calendar's twelve months are divided into three sections, each comprising a cover image and four photographs. Creative direction was once again entrusted to the **Armando Testa** agency.

Different in background, style and approach, Goldberg, Majoli and Pellegrin use photography of remarkable sensitivity to capture small moments of well-being that accompany the daily coffee ritual. Setting these moments in three global cities—New York, Lisbon and Hong Kong—the photographers reveal the human richness expressed through different ways of life. The result is a refined visual narrative in which small, ordinary moments convey the beauty of everyday life.

Always a pleasure: New York by Jim Goldberg

The Calendar opens with Jim Goldberg's images, set in **New York**. Bathed in clear, luminous light, they evoke the informal character and vitality of a city that has made the encounter between differences one of its defining strengths. *«New York is layered place, teeming with stories and narrative levels through which life takes shape»* says the photographer. For the cover, he frames the faces of two young people, playing with saturated colours, style and the spontaneity typical of those who live in the big city.

Taken together, the four photographs reveal the many facets of New York's vibrant soul through its faces, gestures and atmosphere. They are united by the poetry of the ordinary and the small pleasures of everyday life, made even more vivid by Goldberg's graphic interventions on the images, which bring an intimate, personal perspective to the story.

Goldberg opens the Calendar with a playful, ironic image for January: a young woman completely immersed in the bubbles of a bathtub as she sips her coffee. It captures the luxury of a moment of relaxation all to oneself, where pleasure emerges as everything slows down. The photographer, who describes himself as a "tourist" in New York, sets two of his images—the cover and the photograph for February—on a typical fire escape, an icon of New York architecture and the American cinematic imagination. It is a symbol of the energy that runs through the city, echoing the New York portrayed by **Martin Scorsese** in dozens of acclaimed films. The filmmaker himself stars in the April image, which closes the series, alongside his daughter, director **Francesca Scorsese**. The two also feature in Lavazza's ***Family Blend*** series, where they share their mutual passion for coffee and the Big Apple through irresistible exchanges, family memories and an unexpected flair for comedy.

«The atmosphere in New York is electric, pulsing with a creative energy on so many different levels» says Goldberg. «Pleasure lies in the poetry of the ordinary, like the unusual geometry of a group of dogs resting on a stoop, creating an imperfect yet delightful frame around their dog sitter». Full of irony, the image represents the month of March.

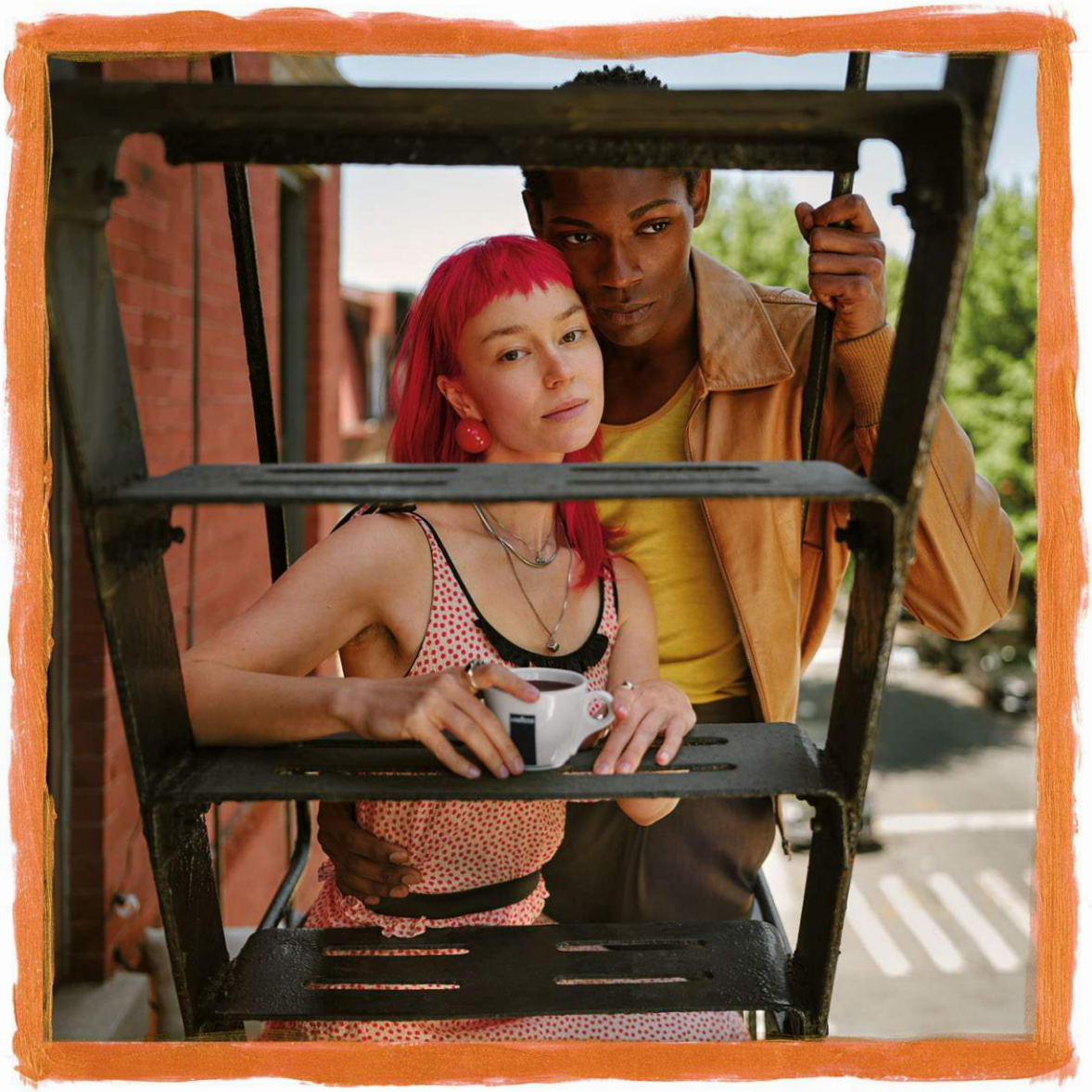
Jim Goldberg



© Jim Goldberg / Magnum Photos

Through his innovative use of image and text, Jim Goldberg is regarded as a landmark photographer of our times. His work often examines the lives of neglected, ignored, or otherwise outside-the mainstream populations through long-term, in-depth collaborations. His eclectic practice uses diverse formats and materials to create a thickly interwoven narrative from many points of view. His projects include “Rich and Poor” (1977–1985), “Raised by Wolves” (1985–1995), “Open See” (2003–2011), “Coming and Going” (1999–2023), “Candy” (2012–2016) and “Whirlpool” (2020–present). He was awarded three National Endowment for the Arts Fellowships in Photography, a Guggenheim Fellowship, the Henri Cartier-Bresson Award and the Deutsche Börse Photography Prize. His work is represented in major collections internationally. Goldberg is Professor Emeritus at California College of the Arts and a member of Magnum Photos.

COVER



40° 42' 11.9'' N
NEW YORK
73° 59' 17.3'' W

Jim Goldberg

«New York is layered place, teeming with stories and narrative levels through which life takes shape»

JANUARY



40° 42' 11.9'' N
NEW YORK
73° 59' 17.3'' W

Take a deep bath
A time of relaxation can bring pure joy, cheerfulness and playfulness. That's the pleasure — or perhaps, the luxury — of being able to take a moment for oneself.

Jim Goldberg

FEBRUARY



40° 41' 16.2'' N
NEW YORK
73° 56' 39.9'' W

Up and down
New York is layered, brimming with stories and narrative dimensions where life unfolds. Fire escapes offer a privileged vantage point on pleasure: a perspective where, going up the stairs, you can look down at everything and discover an intimate, personal urban retreat.

Jim Goldberg

MARCH

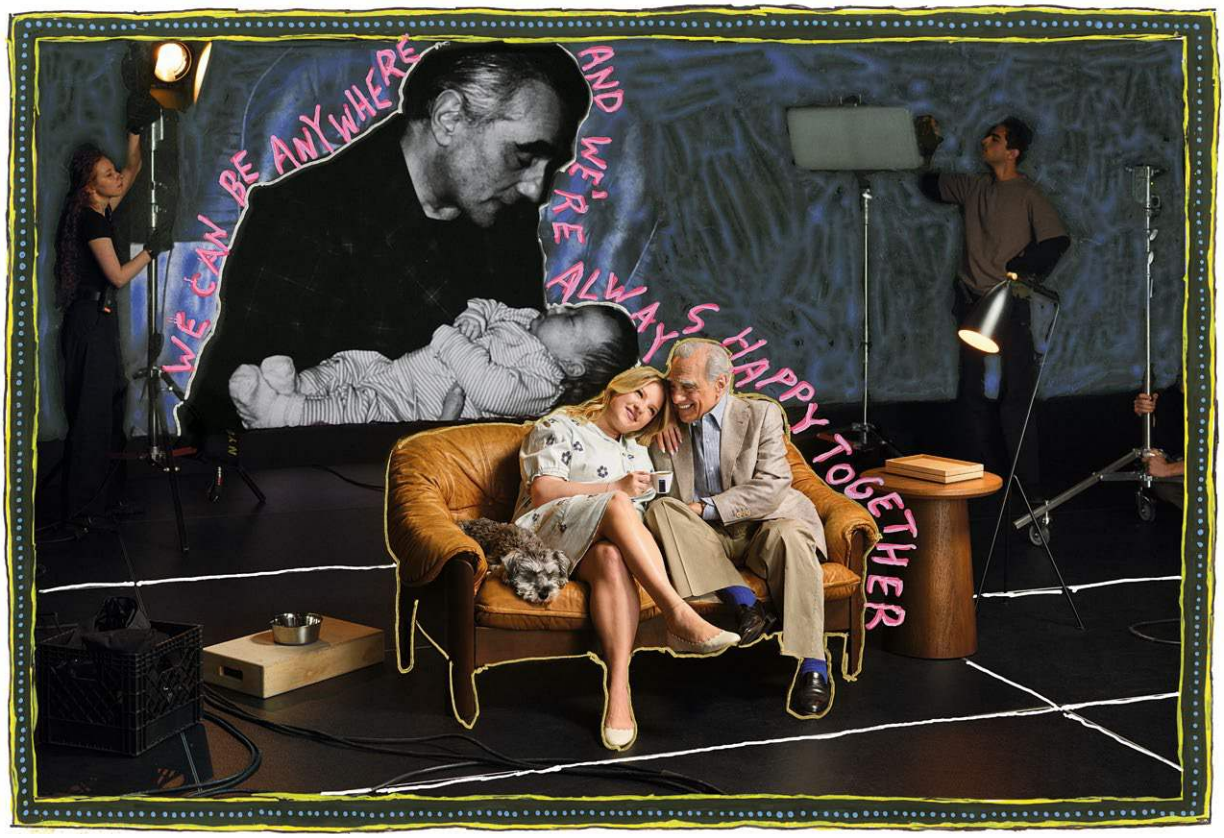


40° 41' 11.7'' N
NEW YORK
73° 59' 30.4'' W

In good company
New York has a vibrant energy.
A creative pulse runs through every corner.
Pleasure lies in the aesthetics of the ordinary,
such as the peculiar geometry of a pack of dogs
resting on stoops and creating a beautifully
imperfect frame around the dog sitter.
There's an implicit emotional architecture
that reveals itself only to those who can see
the city as if with fresh eyes.

Jim Goldberg

APRIL



40° 39' 24.3'' N
NEW YORK
74° 00' 26.2'' W

That's a wrap!
Photographing an icon is a powerful experience. Maestro Scorsese, his daughter Francesca — a bond filled with affection and a deep sense of closeness. That shared coffee is so much more than a "wrap": the greatest pleasure lies in all the unspoken words behind their smiles.

Jim Goldberg

Always a Pleasure: Lisbon by Alex Majoli

The second part of the Calendar, covering May through August, is entrusted to Alex Majoli, who sets his story in **Lisbon**: *«For me, pleasure is the intensity of presence—those fleeting moments when the theatre of everyday life suddenly reveals itself and we become aware of the mystery of being here».*

Majoli's images for the Calendar are built around distinctive elements of the Portuguese capital. In his photographs, time seems to slow down, opening up to the rhythm of ocean waves lapping the shore and to the light of the rising sun: the pleasure of drinking a coffee alone while waiting for the day to begin, as seen in the cover and the May image. Yet pleasure can also be found in a shared rhythm, like that of two colleagues enjoying a well-earned break before a shift change in the June photograph. Rhythm also shapes July, when the photographer captures a fleeting moment of seduction in improvised dance steps against the theatrical "backdrop" of an azulejo-covered wall—a moment of perfect balance to be savoured before it slips away. The same rhythm returns in the gestures that define the drama of fado, an art form combining song and theatre, distilled into a moment suspended from ordinary life in the August image.

Majoli's vision of Lisbon is guided not only by the city's visual memory, but also by its literary heritage: Pessoa, Saramago and Lobo Antunes became keywords in his preparation—an invisible compass that helped him avoid slipping into postcard imagery.

«For this Calendar, I worked with colour by thinking in terms of a film rather than a theatrical scene. I worked extensively with lighting, approaching it more like a film set than a photo shoot. Each image could be a frame from a movie». Majoli celebrates *bem viver* (a Portuguese saying for the "good life") and the character of Lisbon, using a warm, elegant visual composition to bring out the most authentic element of a coffee break. And if a sense of *saudade*, or longing, can be felt in the background, it too speaks of slower rhythms of life and moments in which to rediscover what truly matters.

There is something autobiographical in each of these images, Majoli admits: the fado and the lighthouse come from lived experience, while the dance in front of the azulejos is a dream. These photographs portray not only Lisbon, but also the photographer who wished—or perhaps still wishes—to experience them.

Alex Majoli



© Alex Majoli / Magnum Photos

Born in Ravenna in 1971, Alex Majoli explores the human condition and the theatricality that emerges in everyday life. He began by documenting the closure of the psychiatric hospital on the Greek island of Leros, which led to his first book, “Leros”, before embarking on “Tudo Bom”, his ongoing twenty-year project on Brazil. A member of Magnum Photos since 1996, he contributes to leading international publications. With “Scene”, he explores the idea of human beings as actors in their own lives. His work is held in major public collections, including the Museum of Fine Arts, Houston; the Nelson-Atkins Museum of Art; the International Center of Photography (ICP); and Mucem. Among his many honours are a Guggenheim Fellowship, the ICP Infinity Award, the Getty Images Grant and the W. Eugene Smith Grant.

COVER



38° 42' 07.2'' N
LISBON
9° 10' 49.8'' W

Alex Majoli

«For me, pleasure is the intensity of presence—those fleeting moments when the theatre of everyday life suddenly reveals itself and we become aware of the mystery of being here»

M A Y



38° 41' 25.512'' N
CASCAIS
9° 25' 15.76'' W

Looking for light
A lighthouse, a sunrise, the pleasure of solitude by the sea.
The meaning of everything lies in the girl's gaze.
Her eyes change and have the power to create an emotional story, where the horizon is the only fixed point.

Alex Majoli

JUNE



38° 42' 07.2'' N
LISBON
9° 10' 49.8'' W

Hop on!
Pleasure finds its way in the conversation typical of a shift handover. Authentic dialogue over a cup of coffee creates the space for the artwork to evolve and unfold into countless narrative possibilities. It's not what they're talking about, but how.

Alex Majoli

JULY



38° 41' 32.3'' N
OEIRAS
9° 18' 52.6'' W

Dancing in the *azul*
A magnificent *azulejo* wall sets the stage for an encounter that may have just happened. Pleasure lies in the balance between the two personalities: an improvised dance, a subtle seduction, time pausing for a moment. Everything is in the frame, but at the heart of it all are the characters' souls.

Alex Majoli

AUGUST



38° 42' 34.6'' N
LISBON
9° 07' 52.3'' W

A lovely *saudade*
Fado is much more than singing.
It recounts stories of nostalgia and *saudade*,
through intense interpretation
and a sense of drama.
Everything stops during the performance.
There, even a coffee break becomes
a powerful and deeply meaningful moment.

Alex Majoli

Always a Pleasure: Hong Kong by Paolo Pellegrin

The final four months of the Calendar—and of the year—are set in **Hong Kong**, where Paolo Pellegrin portrays a metropolis poised between past and future. *«Pleasure is something we experience personally, but it also speaks to us of places and cultures, just like coffee. It also has a moral dimension: it was once associated with virtue, and virtue presupposes goodness»* says Pellegrin. The Calendar images capture the subtle beauty of transitional moments and the sense of a present held in perfect balance between a past rich in memories and a future full of promise. Pellegrin, who describes himself as a "seismograph" able to sense the spirit of places, allows Hong Kong—its feverish energy and historical layers—to enter the images as an invisible yet perceptible presence.

The cover image is a portrait of a young woman inside a car, its windows reflecting the fast-paced life unfolding outside. The photograph holds two different tempos within a single frame: a personal, slower rhythm accompanied by the pleasure of coffee, and the dynamic, unstoppable pace of the metropolis. September celebrates the spontaneous laughter of a group of young women playing mahjong, a much-loved pastime that brings different generations together. October, meanwhile, portrays the small yet momentous journey of a grandfather and his granddaughter across the bay—a metaphor for the arc of an entire lifetime, in which every age carries its own idea of pleasure. Here, there is a sense of "time within time": a special moment in everyday life shared by a grandfather and a child, whose memories and expectations we can only imagine. *«There is no sadness in that scene»* Pellegrin explains; for him, melancholy is desire and memory combined. November returns indoors, where two Cantonese opera performers are captured in a moment of careful preparation before taking the stage.

The young woman featured on the cover returns in the final image of the Calendar, for December, walking in the rain while the lights of contemporary Hong Kong seem unable to disturb the quiet "bubble" that surrounds her as she moves through the city streets.

Alternating between intimate atmospheres and moments of togetherness, Pellegrin's images portray a present in which past and future meet. *«The pleasure of coffee is like a bridge. It is a bond, something that brings people together—a moment capable of creating connections»*. For Pellegrin, this is far from an abstract theme: every morning, he grinds his coffee by hand and prepares it in a moka pot. *«It is my small daily pleasure»* he says. *«A personal ritual that becomes an invisible thread between me and the people in my photographs»*.

Pellegrin's gaze creates an emotional portrait of a Hong Kong where history and the most contemporary forces come together in an extraordinary layering of time, with memories and hopes for tomorrow converging around a cup of coffee.

Paolo Pellegrin



© Alessio Cupelli

Born in Rome in 1964, Paolo Pellegrin first studied architecture before turning to photography. He joined Magnum Photos in 2001 and became a full member in 2005. Widely acclaimed by critics, he has received ten World Press Photo awards, the Robert Capa Gold Medal and the W. Eugene Smith Grant, among many other honours. He is the author of numerous books, including “As I Was Dying” (2007), “Double Blind” (2007), “Dies Irae” (2011), “Heart of Darkness” (2015) and “Congo” (2015), the latter resulting from an extraordinary collaboration with fellow Magnum photographer Alex Majoli. In 2022, he presented an extensive project on climate change at Gallerie d’Italia in Turin, featuring work created in many parts of the world. Paolo Pellegrin lives in Geneva and continues to produce photojournalism for newspapers and magazines, alongside personal projects.

COVER



22° 17' 39.0'' N
HONG KONG
114° 10' 08'' E

Paolo Pellegrin

«The pleasure of coffee is like a bridge. It is a bond, something that brings people together—a moment capable of creating connections»

SEPTEMBER



22° 16' 49.2'' N
HONG KONG
114° 10' 52.9'' E

Enjoy Mahjong!
A pause, shared amusement,
hands setting a frenetic rhythm
in the dance of colourful Mahjong tiles.
Amid a backdrop of rich cultural symbolism,
pleasure takes the carefree form of youth,
finding its way through lightness,
smiles and closeness.

Paolo Pellegrin

OCTOBER



22° 17' 39.0'' N
HONG KONG
114° 10' 08'' E

Sweet, sweet waves
Sunset settles over Hong Kong Bay.
A grandfather and his young granddaughter
cross the sea by ferry,
as the light bathes them
in a sweet, intimate wistfulness.
A wistful moment that speaks
of longing, memories, poetry.
A short yet grand journey
that becomes a metaphor for life
and its course — a beautiful,
fragile instant where universal dimension
blends into personal reality.

Paolo Pellegrin

NOVEMBER



22° 16' 48.9'' N
HONG KONG
114° 09' 20.6'' E

The final touch
Two Cantonese opera masked performers
are ready to take the stage.
The dressing room is a treasure chest
holding costumes with shimmering details
and flawless makeup hues.
Its secrets are elusive to the audience.
In such a rich, layered setting,
pleasure comes through subtraction.
The air is silent, crossed by rigorous,
wordless, imperceptible gestures.
The coffee cup is a quiet punctuation mark,
a symbol of the here and now.

Paolo Pellegrin

DECEMBER

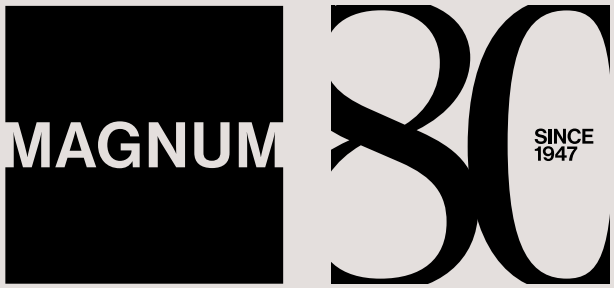


22° 19' 08.3'' N
HONG KONG
114° 10' 12.8'' E

In the rain
In the rain,
amidst Mong Kok's traffic and lights,
a girl strolls alone with her cup of coffee.
Maybe she's on her way to someone,
maybe she got lost in her thoughts.
There is a subtle pleasure shaped by contrast
and tightly woven into a vibrant backdrop
of colourful lights, cars and people.
She moves through that instant
with a thoughtful, quiet and exquisite grace, gently
set apart from everything swirling around her.

Paolo Pellegrin

Magnum Photos: 80 Years



In 1947, following the aftermath of the Second World War, four pioneering photographers—Henri Cartier-Bresson, Robert Capa, George Rodger, and David Seymour—started the most important artists' cooperative ever created: The Magnum Photos agency, establishing a new paradigm for visual authenticity and creative authorship.

In 2027, as it celebrates its 80th anniversary and at a pivotal point for our relationship with image-making and image consumption, Magnum continues to define the role of documentary and artistic photography, maintaining its founding values of uncompromising excellence, truth, respect and independence.

Many Magnum photographers have created unforgettable images devoted to the world of coffee, helping make the Lavazza Calendar an **extraordinary portrait of the contemporary world**. They include **Elliott Erwitt, Steve McCurry, Ferdinando Scianna, Alex Webb**, as well as the **twelve photographers** who contributed to the 1999 edition.

CREDITS

ALWAYS A *pleasure*

LAVAZZA

THE 2027 LAVAZZA CALENDAR BY MAGNUM PHOTOS