

For Immediate Release



Nespresso Design Contest Advances Following Jury Session of International Designers in Paris 22 Nominees Chosen from Among 334 Entries

[Paris, 17 December, 2007] – As a leader in the premium portioned coffee market, Nespresso strives to deliver the ultimate cup of coffee. In the spirit of Nespresso's pursuit of excellence and continuous innovation, a "who's who" of top international designers gathered in Paris on the 30 November to critique the works submitted by students of leading design schools throughout Europe for the **second Nespresso Design Contest COFFEELUXURY**.

International Panel of Judges

More than 1,500 students registered for the contest this year, and 334 boards were submitted. A panel of renowned international design experts spent a day reviewing two-dimensional concept boards and deliberating over which boards should make the final selection. These prominent designers included: Jury president Alfredo Häberli of Switzerland; Konstantin Grcic of Germany; Ineke Hans of The Netherlands; and Patrick Norguet, Matali Crasset and Christian Ghion of France.

Student Finalists: 22 Selected from Six European Countries

After much discussion and an extensive voting process, 22 nominees were chosen by the esteemed jury, which included works by students in the following six countries:

- Austria – 4 works selected;
- France – 8 works selected;
- Germany – 3 works selected;
- Hungary – 4 works selected;
- Italy – 1 work selected;
- Switzerland – 2 works selected.

Theme: COFFEELUXURY

The Nespresso Design Contest, **COFFEELUXURY**, was inspired by Nespresso's thirst for quality and innovation in the quest for the ultimate coffee experience. The theme **COFFEELUXURY** encouraged design students to explore luxury as a state of mind. Students were invited to consider how design enhances everyday convenience for consumers while still providing a sense of luxury and indulgence of taste, touch, smell, sight and hearing. Students of leading European Design schools and individual students were urged to focus on how coffee – home and outside, private and shared – could have a luxury dimension. Free of technical and industrial constraints, students presented creative ideas, in their 2D story boards, for luxury in coffee capsules, machines, preparation methods and tasting accessories.

"Because we were delighted with the results of the first Nespresso design contest in 2005, this year we set forth a theme of **COFFEELUXURY** and a mandate for design students to explore how they might enhance the perception of luxury in all elements of the coffee experience. The concept of luxury is deeply meaningful to us because of Nespresso's commitment to providing the ultimate coffee experience through the unique trilogy offerings, including the highest quality portioned Grand Cru coffees, smart and stylish machines and exceptional service. The work of the promising young designers provides further inspiration for enjoyment of Nespresso's coffees while home and away," said Richard Girardot, CEO of Nestlé Nespresso S.A.

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Nespresso Design Contest Second Jury Session in Paris ... 2/

Jury Members' Reflections on Luxury

The definition of luxury is as unique as a person's fingerprint. Luxury may be an aesthetic ideal, a premium improvement or simply a state of mind. For designer Matali Crasset of France, luxury is about freedom. "Get rid of codes. Find your own way of living and your own values," she said.

New to the Design Contest this year, French designer Christian Ghion first said that he was extremely flattered to be a part of the jury. "It is of very high caliber." He said his definition of luxury in the world of design is "quality, quality and quality. It's about excellence and service. It's about not compromising standards."

And for German designer Konstantin Grcic, luxury in design is also about quality. He added, "There are so many dimensions. It's about the materials used and craftsmanship, the moment, and how design enhances everyday experiences."

Jury Session at Hotel Particulier de Montmartre

The jury gathered on 30 November in Paris at Hotel Particulier de Montmartre. The newly opened Hotel Particulier de Montmartre is an exclusive venue featuring five suites designed by notable artists.

The venue, itself inspired by the cutting-edge work of influential artists and designers, was fitting for a jury meeting that explored the role of design in today's world. The jury reviewed and discussed the 2D concept boards submitted by students from 17 countries.

Role of Design, According to Jury Members

"The role of design in our everyday life should be very down to earth, something that makes sense," said Ineke Hans of The Netherlands. In the first contest in Milan, we, the jury, saw the polarization of works submitted by the students – some was showing luxury over the top, and the rest was super normal such as paper clips and cork screws. From my point of view, it would be good to get back to the level of the later – design things that are really useful, serve a purpose."

For Swiss-based Argentinian-born designer Alfredo Häberli, design is inspired by everyday life. "For me, the best way of thinking is to observe, to see and to try."

Judging Criteria

The entries were judged on innovative content, design quality and future potential for industrialization.

From the 22 boards, first-, second-, and third-place finishers (and a special mention prize) will be awarded with a total of € 26,000 in prize money. The names of the winners will be announced at an awards ceremony which will take place in April 2008 during the Milan Design Fair. The students will transform the 2D concept boards into 3D realistic models. The 3D models will be featured in an European roadshow exhibition starting next spring following the awards ceremony in Milan.

Jury Feedback on Student Submissions

The students translated luxury into many forms through 2D design concept boards focused on degustation, machine ornamentation and functionality.

The jury members collectively agreed that there was a wide range of topics which students addressed within the theme of *COFFEELUXURY*. The experienced designers agreed that many of the students focused on the packaging or marketing more than the ideas itself, and urge students to really be creative – and think hard about the concept.

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Nespresso Design Contest Second Jury Session in Paris ... 3/

Jury Members: Chance to Discuss Design with Colleagues

The jury members enjoyed the camaraderie of the day and the chance to see their design colleagues again.

German designer Konstantin Grcic of Germany enjoyed meeting fellow international designers for a second year. "Most of us on the jury are here for the second time. It is nice to have the longer term relationships with them, which can be rare today. This also stands for a serious commitment by *Nespresso* to the contest and has ultimately helped us to judge the works because we know each other better and the objective and focus of the competition."

Ineke Hans adds, "It was a very good jury. It was nice to talk about the subject of design and really look into and analyze what the students came up with."

European School Participation

The following international design schools had students who were selected by the international jury:

Austria - FH Joanneum Graz/Jonkoping University

France - Lices des ArenesFORM (école supérieur de design de toulouse)Lycée polyvalent Rive Gauche, ENSAAMA Olivier de Serres, Université Toulouse Le Mirail, EID, Ecole Boule

Germany - Pforzheim University Germany, Staatliche Akademie der Bildenden Künste Stuttgart

Hungary - Moholy-Nagy University of Art and Design Budapest, Mome

Italy - Domus Academy

Switzerland - Ecole Cantonale D'Art, Hochschule für Gestaltung und Kunst Zürich - HGKZ

Advice to Students

The contest nominees (including students of the esteemed institutions noted above) as well as the professors who nurtured them may serve as inspiration for the aspiring young designers of the future.

For Ineke Hans, designer from The Netherlands, she urges students to think and to be clever. She says, "It's about ideas. It's about finding surprising moments in the little things."

French designer Patrick Norguet adds, "Take time for yourself. Concentrate and reflect. Go slowly and stop the design pollution. If you understand and prepare you will go in the right direction."

Visits to Nespresso COFFEELUXURY Website

Nespresso received more than 55,000 visits to the section of its website dedicated to the design contest. More information about the contest is available on www.nespresso.com/design.

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About Nestlé Nespresso SA

The worldwide pioneer and market leader in premium portioned coffee, introduced consumers to the very highest quality Grands Crus to be enjoyed in the comfort of their own homes, as well as to be savoured at locations outside the home, such as luxury restaurants, cafes, hotels and offices. What transpired was the creation of the unique *Nespresso* trilogy, a unique combination of the world's highest-quality Grands Crus coffees, smart and stylish coffee machines and second-to-none customer service. The culmination of these three elements came to be known as the *Nespresso Ultimate Coffee Experience*. Headquartered in Paudex, Switzerland with more than 2,100 employees, Nestlé *Nespresso* SA sells products in more than 50 countries directly to its customers and currently operates more than 116 prestigious boutiques in key cities around the world. In 2006, it became the fastest growing company within the Nestlé Group and one of its "billionaire brands", having achieved a growth rate of 42 percent and 1.16 billion CHF in revenue. For more information, visit www.Nespresso.com and www.Nespresso-pro.com.