



INTERNATIONAL MUSEUM DAY 2026 LAVAZZA GROUP EXPANDS ITS COMMITMENT TO THE MUSEUM SECTOR AND CELEBRATES THE INCLUVISITY PROJECT WITH 13 ACTIVE INTERNATIONAL COLLABORATIONS

Through partnerships with Italian and international museums and cultural institutions, the project currently places the Company at the forefront of promoting inclusive exhibition experiences.

Turin, May 12, 2026 – On the occasion of **International Museum Day (May 18, 2026)**, Lavazza Group reaffirms its commitment to diversity, equity, and inclusion, aligning itself with **ICOM's** (International Council of Museums) new definition, which views museums as open and dynamic spaces that enable innovative and inclusive experiences.

"Museums that unite a divided world," the theme chosen by the International Council of Museums for the 2026 edition of the Day, perfectly aligns with the Turin-based Company's commitment to promoting diverse experiences that stimulate **education, critical thinking**, and the **active sharing of knowledge**. The Lavazza Group is constantly dedicated to both directly supporting exhibitions and supporting museum institutions that implement **innovative and inclusive projects**, in response to specific needs identified by their target audiences, with the aim of offering experiences that foster **harmony and accessibility**.

The goal of fostering accessibility, reducing physical and cultural barriers, and promoting diversity forms the foundation of the **'IncluVisity'** project, which redefines the museum experience by placing the individual and their cultural engagement at its core. Each museum that has joined the project has proposed an experience tailored to meet the specific needs of different audiences. **Currently, 13 cultural institutions are part of the project, but the network of collaborations is constantly expanding.**

"We are proud that, thanks to the IncluVisity project, we have become a benchmark for promoting content that is both universal and relevant. Together with our partner museum institutions, we are committed to expanding participation opportunities and offering experiences capable of providing concrete answers to specific needs, thereby expanding the social role of cultural institutions," states **Francesca Lavazza, Board Member of Lavazza Group.**

In 2026 alone, the IncluVisity network welcomed the **Pinacoteca di Brera** and the **Piccolo Teatro** in Milan, **GAM (Modern Art Gallery)** and the **National Cinema Museum** in Turin, and the **Kunsthalle** in Basel, joining **MUSE** (Trento Science Museum), **Triennale Milano**, the **Egyptian Museum** and **Camera (Italian Centre for Photography)** in Turin, the **Peggy Guggenheim Collection** in Venice, Palazzo delle **Papesse** in Siena, the **Guggenheim** New York, and, of course, the **Lavazza Museum** in Turin.

The project constantly looks to the future, with the ambition of attracting new partners and further expanding its global network.



This drive to disseminate knowledge inclusively is intrinsically linked to Lavazza Group's adherence to the Sustainable Development Goals of the United Nations 2030 Agenda. IncluVisity specifically addresses Goal 4, on Quality Education, and Goal 9, on Industry, Innovation, and Inclusive Infrastructure, concretely demonstrating how corporate commitment can translate into tangible and measurable social impact, and contributing to building a future where culture is truly a heritage accessible to all.

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.