



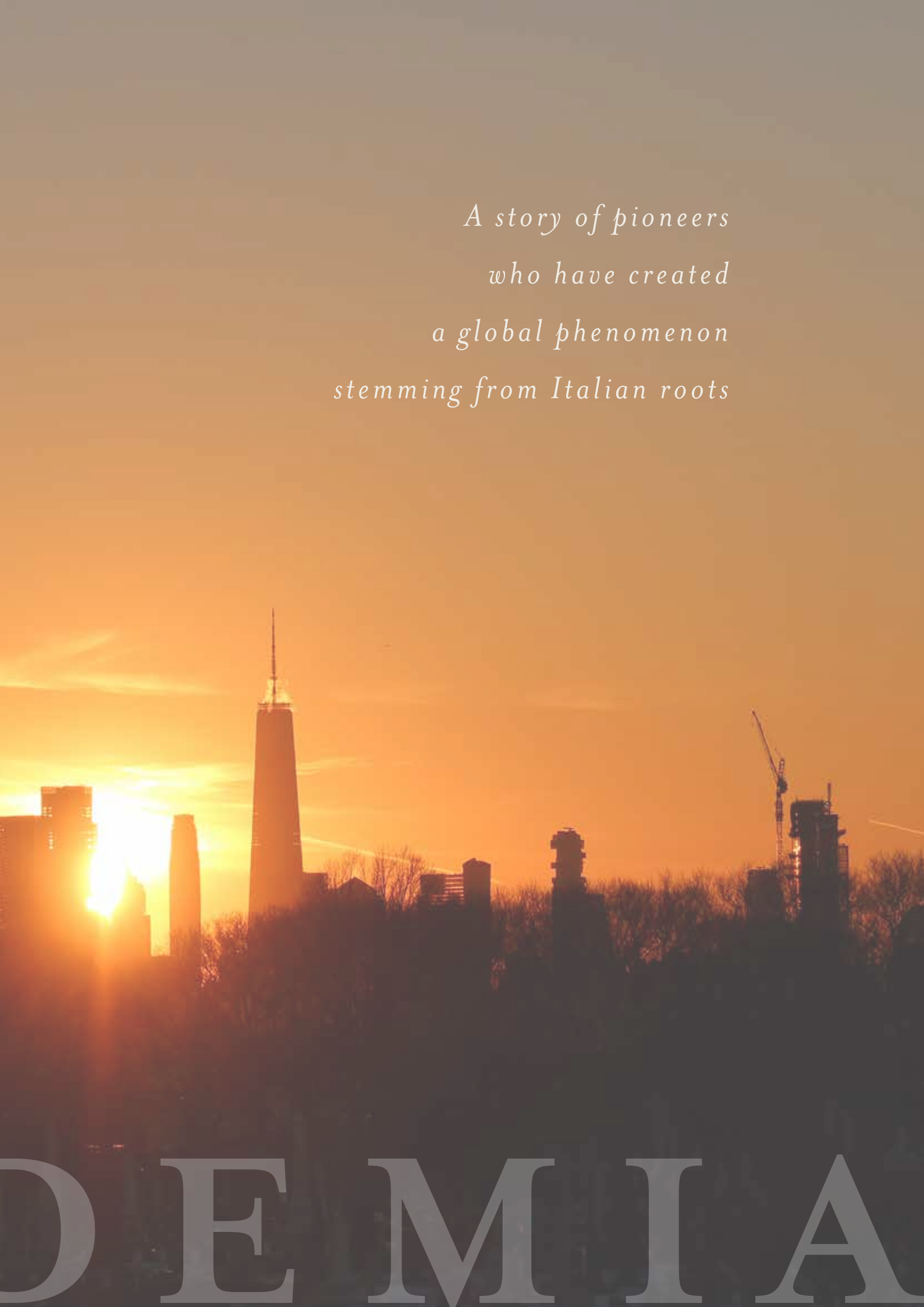
THE RISE OF

ESPRESSO


ACCADEMIA
DEL CAFFÈ ESPRESSO



ACCATI



*A story of pioneers
who have created
a global phenomenon
stemming from Italian roots*

DEMILIA



ACCADEMIA

DEL CAFFÈ ESPRESSO

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CHAPTER 1

PROJECT INFO
FILM SYNOPSIS
PEOPLE - COFFEE - MACHINES
STRATEGY
PREMIERE & CALENDAR

a documentary produced by
Accademia del Caffè Espresso
And Creative Producer
Guido Bernardinelli

Promoted by

Accademia del Caffè Espresso, a cultural hub established in 2019 by La Marzocco, a leading company in the production of espresso coffee equipment. Accademia is an open and shared space, created with the goal of spreading awareness about coffee, connecting its visitors with the all-Italian and now global ritual of espresso, from a botanical and an agricultural standpoint to extraction and consumption. Through its museums, laboratories and experiences catered to professionals and the enthusiasts alike, Accademia highlights coffee's lesser-known aspects, while offering both basic notions and in-depth analysis regarding various topics tied to this raw material, its history and traditions, its technologies, espresso machines and innovations. Accademia serves as a platform for relationship building, for advancing research and development, and for championing excellence in coffee, across its entire value chain.

Mission

Preserving and promoting espresso coffee culture by increasing its appreciation and relevance on a global scale.

Why

To build relationships so that we can enrich the lives of others.

Introduction

Accademia Del Caffè Espresso designed and created a series of exhibits meant to study and illustrate the emigration of Italian people throughout history and their relationship with coffee: a phenomenon that is intertwined with the journey and cultivation of coffee, and with how this precious crop has turned into a universal beverage, soon propelling the evolution of espresso coffee machines. The journey starts with migratory influxes in Brazil in the 1870s, before moving on to the United States and Canada in the 20th century and then to the present day, with coffee-related emigration continuing to shape an ever-evolving and diverse industry.

To complement the first chapter of this series of exhibits (with Coffee Migrant | Migrant Coffee_CHAPTER I currently on display at Accademia) - and with the CHAPTER II's launch expected towards the end of year 2025 with a focus on the USA and the "new worlds", Accademia del Caffè Espresso produced a documentary conceived to expand on the Coffee Migrant | Migrant Coffee narrative and the diffusion of espresso coffee, from its origin to overseas. The entire project consists of three separate and sequential exhibits with the idea that the third conclusive one, to be featured in the future as the CHAPTER III exhibit, should serve as a representation of contemporary and international coffee communities and customs.

All this heritage and storytelling is thanks to people who have ventured towards new opportunities, have faced challenges, and have drastically shifted their horizons... for some, this meant encountering change in coffee cultivation (in Brazil) and, for others later on, this meant making a fortune in the restaurant and café businesses in the USA, in Canada and in Australia. Although several, unluckily have not found this so-called "promised land", and regardless of these migrants' destinations, Accademia's research and artistic work aims to uphold the efforts of all these people who have turned espresso coffee into a cultural happening, a global phenomenon capable of bringing together different populations and cultures.

Guido Bernardinelli Bio

Guido Bernardinelli, Chief Executive Officer at La Marzocco, has been working in the coffee industry for over 20 years, kicking-off in 1989 in an export business focused on catering equipment, soon shifting to Sales, in the US, for an Italian coffee machine manufacturer, and ultimately joining La Marzocco in 2002.

Throughout these decades, Guido has travelled overseas and has experienced the blossoming of the specialty coffee scene, always fascinated by the convergence of expertise, cultures, legacies and devotion behind an exceptional cup of coffee.

With coffee as a means around which passionate and diverse people come together to learn, reflect, inspire and exchange or - in other words - "to build relationships that enrich the lives of others", it seemed only fitting that Guido paved the way for the inauguration in 2019 of Accademia del Caffè Espresso, near Florence, for what would serve as an epicenter for the current and new generation of espresso ambassadors, explorers, industry professionals and pioneers.

With this spirit, in autumn 2024, Guido and Accademia del Caffè Espresso premiered the documentary *The Rise of Espresso*.

Creative producer Statement

The Rise of Espresso is a collection and reconstruction of personal stories of those who have decided to leave their country in search of fortune, elsewhere. It is about those who have found in coffee, in the crop and in the machinery, a new chapter in their lives, in their careers.

The Rise of Espresso portrays the epic allure around this beverage, which - from a ritual entrenched in Italian culture and in convivial experiences - turns into a social drink to, then, become a global phenomenon over time. This leads to a rapid expansion of the coffee market and of its evolution, which eventually culminates in today's great attention people place towards coffee as a raw material, towards the social and economic implications at origin, all the way to addressing quality control during the roasting stage and, eventually, to quality in the cup.

These worlds - that of (coffee) production and consumption, were originally very distant from each other.

These worlds have continued to talk to one another, and to interact for a shared purpose, that of making such an iconic drink, espresso coffee, increasingly more popular and sustainable around the globe.

Guido Bernardinelli
CEO La Marzocco

Enrico Ventrice Bio

Enrico Ventrice is an award-winning documentary filmmaker and producer with more than 25 years of experience in multimedia communications, including radio and print, but primarily in television news and non-fiction film production. He has taught television marketing and video editing at the university level and has organized film industry events and competitions.

After graduating with honors in Multimedia Communication Technology in Italy, Enrico began working in the documentary field, providing audio post-production services to some of Italy's leading national broadcasters and production companies.

Since 2006, he has worked internationally with Global Vision Group (GVG), an American news agency and TV production company based in Rome and New York. In his 17 years with GVG, Enrico worked as an executive producer and filmmaker, producing and directing documentaries, news programs and travel shows. He was the head of production at the New York Correspondence Bureau of RAI, the Italian national broadcasting company, for four years.

His documentaries have covered a wide range of topics; from social issues, politics and immigration, to music, sports and history. The majority of these were co-produced and/or distributed by RAI Cinema (RAI's film production and distribution company) and GVG, and aired on Italian and other European television networks.

In 2021 he co-founded Seeker Films with CNN journalist Athena Jones. Their first documentary, "Sisters' Keepers," aims to increase awareness and create policy change through an in-depth analysis of why Black women in the United States are 40% more likely to die of breast cancer than their White counterparts. Production is ongoing.

To date, Enrico has completed 20 documentaries, 11 as director.

Director's Statement

When I was approached to make a documentary about espresso culture, which has spread around the world thanks to Italian migrants, I was very excited. At that time I was writing a documentary about my grandfather, a migrant himself and a barista for 40 years, in love with his work and especially with his espresso machine. My grandfather – and coffee – were central to my childhood: I spent the first years of my life in his coffee bar, while my young parents finished their college degrees. My grandfather even built me a special raised platform, so that I could learn to make espresso before I was tall enough to reach the arm of the machine.

I never did manage to learn how to make coffee like his, nor did I become a barista; but I learned a lot of other things from my grandfather, such as how to tell stories. He used to do it verbally, to entertain his customers. I, who was more introverted, chose to do it by being behind the camera.

My grandfather's coffee machine was, in many ways, his camera too: through it he used to communicate to his customers, and through them learned about the world... he who, apart from his years spent as a bricklayer in Switzerland in order to make enough money to buy his café, had never traveled.

In many of the people in this documentary, I see glimpses of my grandfather: in their resourcefulness, initiative, creativity, passion, and self-sacrifice. All for a cup of coffee! Each one of them contributed to creating an industry that, out of Italian creativity, has given birth to a global market that now consumes more than 2 billion cups of espresso-based beverages every day.

I feel honored to have taken part in such a beautiful project and I am convinced that my grandfather Raffaele, who passed away just days before Accademia Del Caffè Espresso contacted me, somehow made this possible.

Enrico Ventrice

Director



A story of

**PEOPLE
COFFEE &
MACHINES**

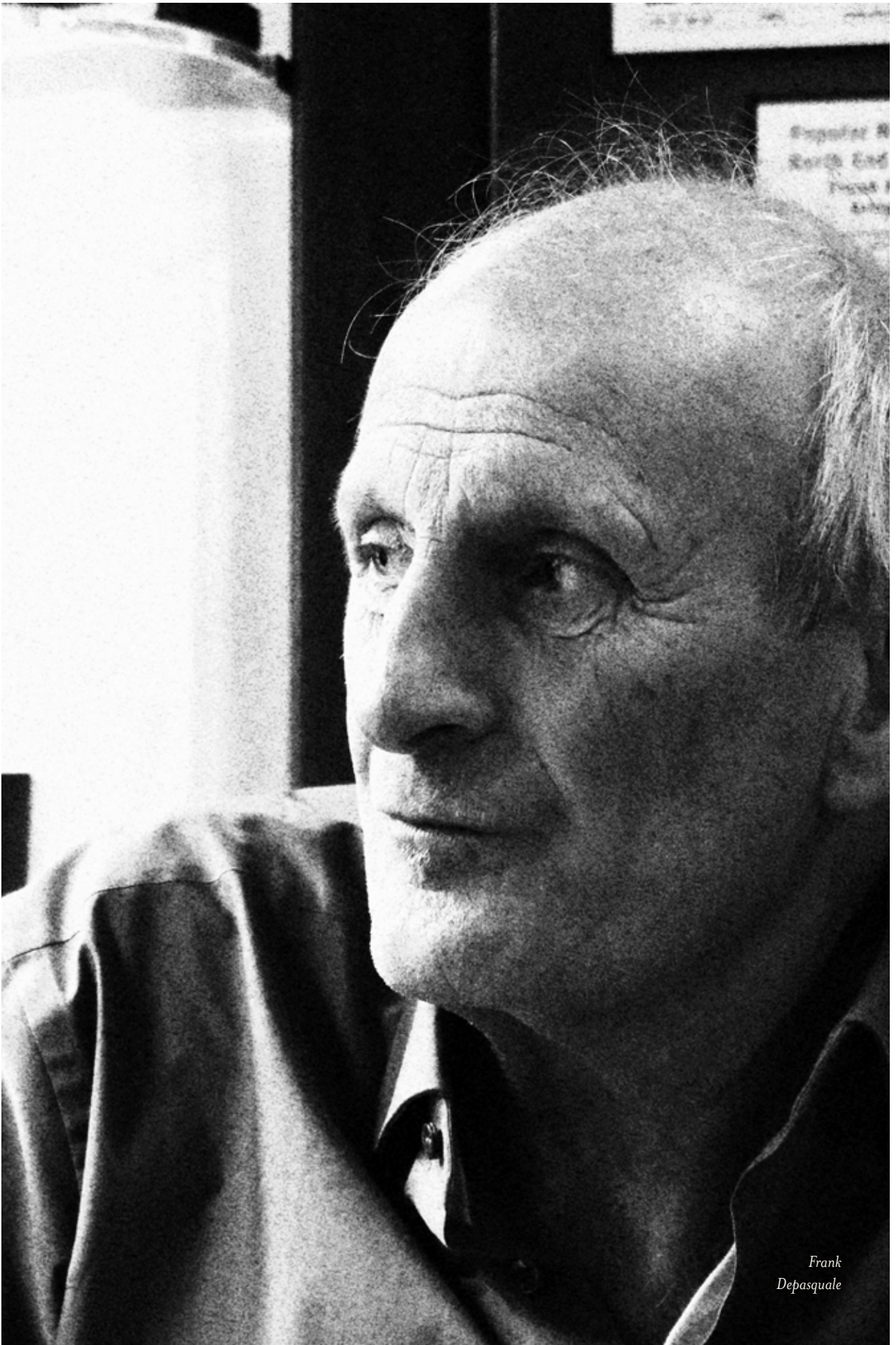


A story of

PEOPLE

30 individual tales of stories that cover a century of evolution.

People who have undertaken challenges, left their land, rebuilt their lives from scratch while, simultaneously and unconsciously, have written an entire page of history.



*Frank
DePasquale*



Landing on Ellis Island and view of the Statue of Liberty

“

**When the ship came in...
into New York City, actually,
my father was holding me by
hand.**

**Then I saw something on the
ground and I picked it up.**

And what was it?

A one-dollar bill.

My father told me:

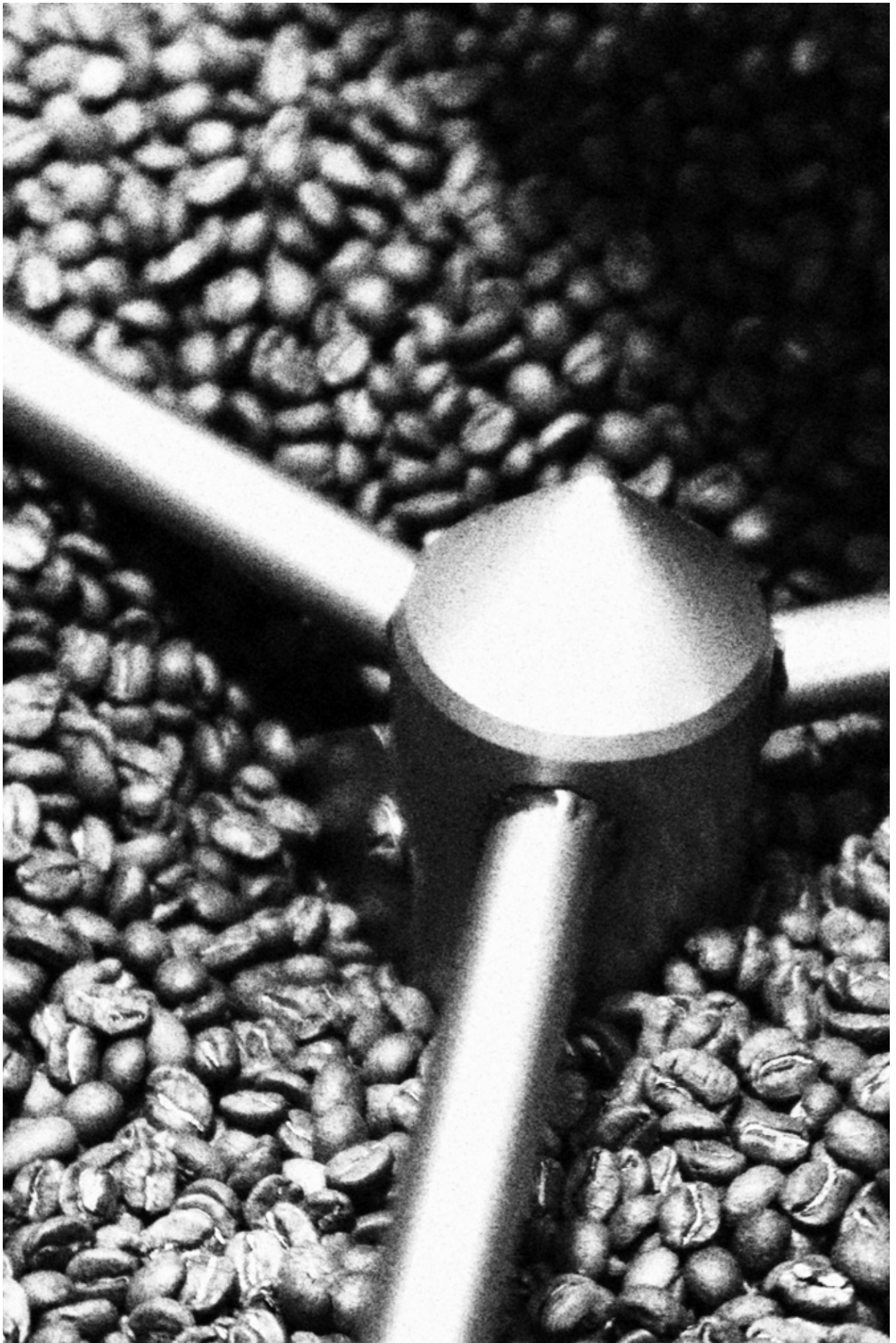
**“You can really find money
lying on the ground over here!”**

Frank DePasquale

A revolution in

COFFEE

Originally, a raw material that was dark roasted the way the Italians would, with a thick cream and a strong flavor, is today being re-interpreted to unveil coffee's aromatic nuances. Yet, ever since, coffee remains a cult drink.





STUMPTOWN - Specialty coffee

“

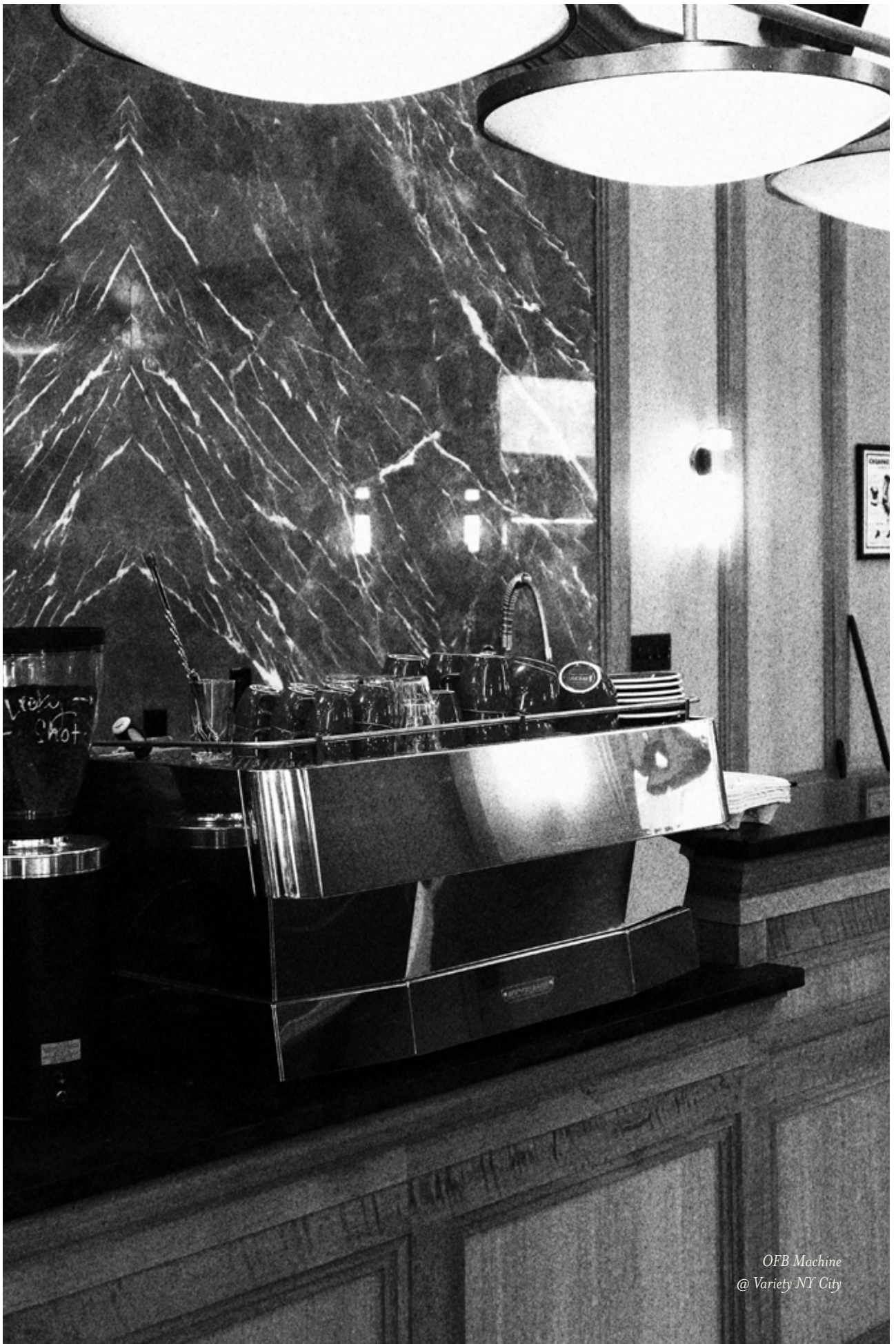
In 1975 I founded Coffee Connection. But we had no clue about what espresso was. At the time, we were only serving Americano Coffee. We didn't take espresso seriously until the 80's, a time when a couple of things occurred. I had tried an Illy espresso and I said to myself OH MY GOD, it's truly delicious! And the other factor was Starbucks.

George Howell

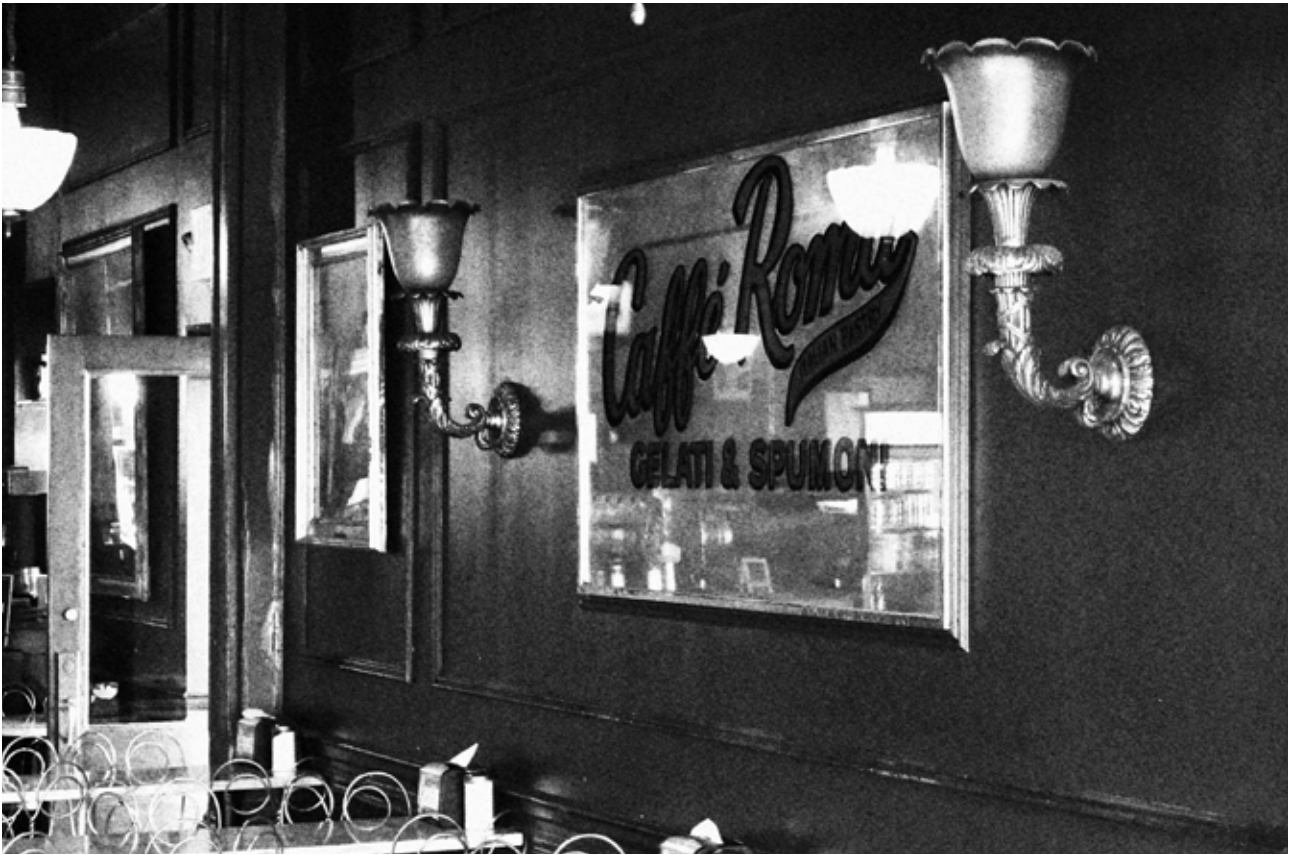
An evolution of

ESPRESSO MACHINES

An evolution or rather a revolution. From something being prepared at home from a Moka, to it being served in bars and restaurants, and brewed on espresso machines, that revolutionized the way we now drink coffee.



*O.F.B. Machine
@ Variety NY City*



Landing on Ellis Island and view of the Statue of Liberty

“

It was very difficult to find one place that made espresso coffee. So my idea, then, was that of importing coffee machines... My father was a real promoter, I think he really succeeded in educating and serving people, always offering them espresso coffee.

Famiglia Di Donato

Great

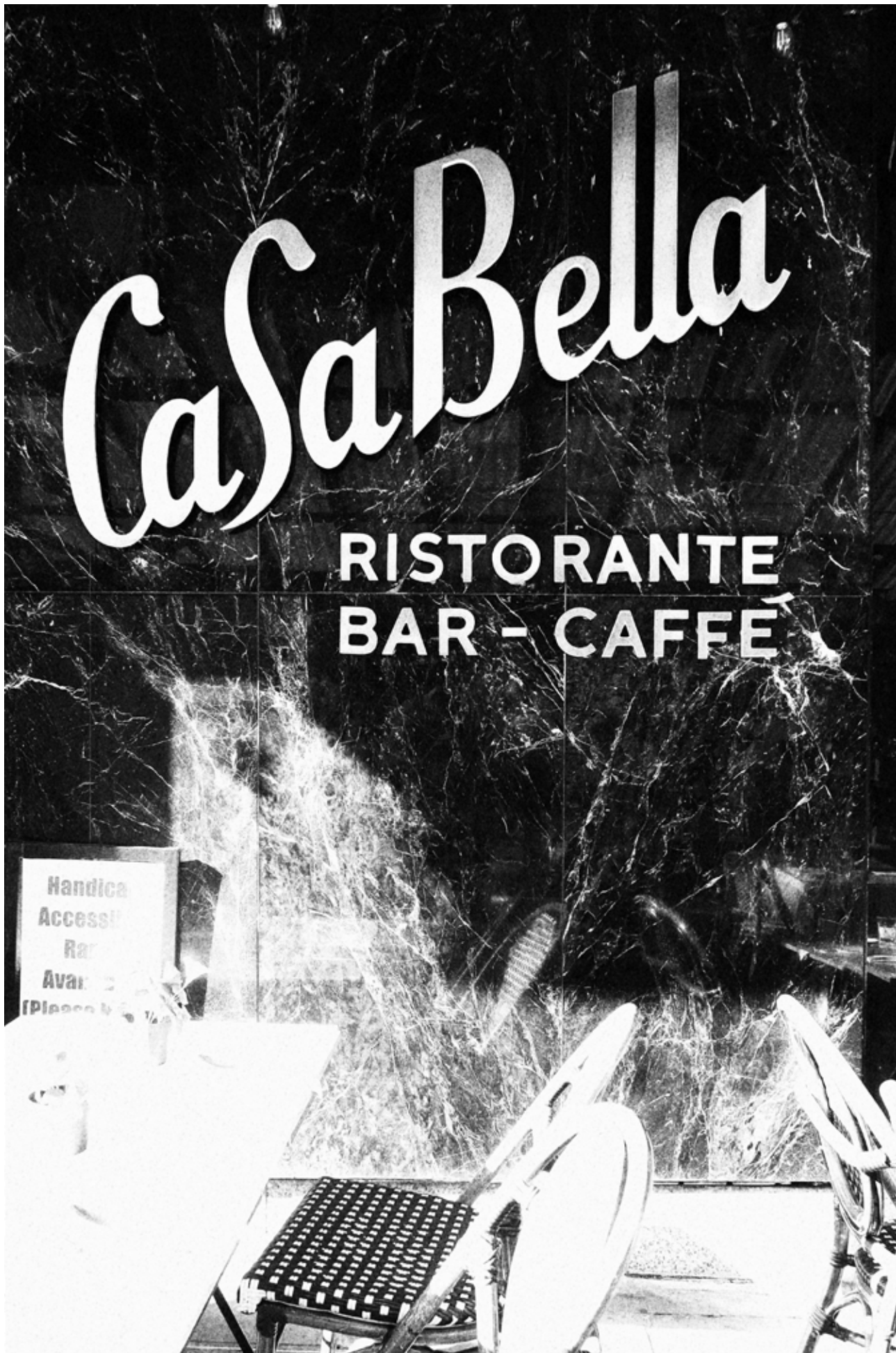
MEMORIES

A journey of encounters and discoveries.
Great people and new horizons. Sharing
stories and some moments of pleasure
spent together.

Casa Bella

RISTORANTE
BAR - CAFFÈ

Handica
Accessi
Rar
Avar
(Please







**growing up
in an italian
family, we used
our body to
convey a
message.**

Sebastian Maniscalco





More than a Movie

1. Presentation of the different Italian communities and Italian cultural associations that can promote this narrative through their stories and people.
2. Participation of Guido Bernardinelli and the Accademia team as participants and moderators of roundtables and talks.
3. Involvement of coffee communities to share experiences, create synergies and address the evolution of espresso coffee, also by organizing degustations of, and debates on, both traditional espresso versus modern espresso.
4. PhotoBooth and interview corner to generate and exchange content and stories that will be collected, archived and utilized for dedicated storytelling: a future book that depicts the third chapter of Coffee Migrant | Migrant Coffee. This will serve also as digital material to keep the stories and project alive and evergreen, across our channels.
5. Photographic exposé, recollecting images from the Little Italy La Marzocco Yearbook which portrays the Italian community in New York City, and espresso coffee culture in the United States.
6. Re-model of the Chapter I_Brazil exhibit which can serve as a visually compelling setting and addition to networking gatherings and aperitivo moments, where Accademia's current exhibit content can be displayed in a simplified way, on self-supporting totems.

Strategy

To present the documentary, Accademia & La Marzocco become promoters in creating opportunities and events where the film can be screened and talked about, facilitating the dialogue on topics that have marked a fabulous change in the world and evolution of coffee and, still today, in our daily lives, through the voices of those who have experienced this revolution first hand. Coffee as a drink, as a raw material, as a social moment, but also coffee as the engine for technological evolution, for the advent of espresso machines.

The aim of such events is to share this coffee background and narrative with cultural associations and people who can bring and add on their own testimonies and stories rooted in this change.

The documentary would serve as springboard for conversations, exchange, learning and listening to new stories and experiences; to bring continuity to Accademia's research and synergies, to the rediscovery and bridging of realities and dynamics. The preliminary plan is to take advantage of Q4 - 2024 as the potential season for local premières in those cities that have featured as backdrop for the documentary: from San Francisco, Seattle, New York... all the way to Melbourne in Australia and then back to Europe with Berlin, Florence and London. Accademia del Caffè Espresso would leverage specific places and events to position and endorse the documentary, while connecting with the world of coffee at a glocal level. .

In 2025, event programming will be developed in collaboration with La Marzocco branches offices, as well as diplomatic bodies, museums, cinemasm (Italian) cultural associations and independent festivals that may wish to take part in this cultural project powered by Accademia del Caffè Espresso. Then, at the end of 2025, the second chapter of the Coffee Migrant | Migrant Coffee exhibit which will retrace the plot of the documentary, providing insights into coffee from the beginning of the 20th century until the birth of Starbucks and the so-called "third wave" movement.



Premiere, Road Show and Streaming (TBD)

OCTOBER

Melbourne _ Italian Film Festival
SF/NY/Chicago/Seattle/Toronto_TBD

NOVEMBER

Berlin _ COHO European Premiere_TBD
Florence _ Accademia del Caffè Espresso

2025

Roadshow with branch offices
Film Festival selection
Houston_ SCA
Florence_Accademia events with cultural associations
Genova _ MEI Museum of Emigration

Italian TV & Swiss TV
Online Streaming
YouTube Streaming



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The Rise of
ESPRESSO

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