

## Presentation

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Today as never before in a world dominated by the “virtual” and from everything that ensues, I consider it important to take space back to the material, to shift from the universal to the detail, from abstraction to application, and from transcendence to immanence. In this perspective, architecture is the bridge between what could be and what actually is, in which matter becomes a narrative element and, to quote the inspirational text by Giovanni Corbellini presented during the workshop on “Coffee Tales”, space becomes “sayable” or “speaking”, capable of transmitting concrete emotions.<sup>1</sup>

The communicative element becomes the backbone, the tool of connection between parallel universes that would otherwise remain on separate planes, as the academic reality and the world of business have been historically.

On these bases, stronger than ever, rests the idea of *Coffee Tales*, a workshop on interior design organized by Imperator in collaboration with the Degree Course in Architecture at the University of Trieste’s Gorizia campus. A project born from the idea of working on potential connections between study and work, between projects and implementation, to give concrete form to ideas while leaving the right amount of room for creative and innovative elements. A project that lets the subject of coffee converse with the materials of architecture.

The theme of *Coffee Tales* was developed on different levels, following, as a guiding thread, coffee and the roads it undertakes: a journey that leads it from production sites to places for processing and consumption; the path of transformation from the raw material to the toasted end-product; the phase of transformation from solid to liquid to be consumed in a cup.

Ideally, but also concretely, these roads must be encompassed by the building that houses the new seat of Imperator, a company that has been importing green coffee to the port of Trieste for 70 years. The corporate space develops over three floors and includes offices, a terrace, and a space for training professionals, the *Bloom Coffee School*.

A word of thanks and praise must go to all the students who have worked on this formative experience and whose work has been guided with absolute mastery and professionalism by the architect Maria Rita Baragiotta, the workshop’s lecturer, with the collaboration of Simona Cicismondo and Professor Giuseppina Scavuzzo, the Chief Science Officer in the convention between Imperator and the University.

### Notes

- 1 G. Corbellini, (ed.), *Telling Spaces*, Lettera Ventidue, Syracuse 2017.

53 Cartolina pubblicitaria di Horn&Hardart, circa 1930



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