

# Lavazza Elogy Barista by Florian Seidl Wins Gold in A' Home Appliances Design Award

*Multi Beverage Coffee System Bringing Italian Coffee Culture Home Earns Esteemed International Design Recognition*

COMO, CO, ITALY, August 31, 2026 /EINPresswire.com/ -- The A' [Design Award](#) has announced Lavazza Elogy Barista by [Florian Seidl](#) as a Gold winner in the Home Appliances Design category. The A' Design Award is one of the world's most respected and highly recognized design accolades, conducted through a rigorous blind peer-review process within the [home appliance](#) industry. This recognition celebrates Lavazza Elogy Barista as an outstanding example of considered design that brings authentic Italian coffee culture into the domestic setting. The Gold A' Design Award distinction places Lavazza Elogy Barista among works noted for their innovation, functionality, and refined execution. Florian Seidl developed this multi beverage system to deliver espresso, cappuccino, latte, and hot chocolate within a single appliance.



This recognition holds meaning not only for Florian Seidl and Lavazza but also for the wider home appliance industry and coffee enthusiasts. Lavazza Elogy Barista addresses growing demand within the single serve market for variety, convenience, and quality at the touch of a finger. The design reflects current priorities in the industry, including attention to environmental impact, energy consumption, repairability, and the possibility of regenerating the product. For users, this translates into a practical appliance that combines breadth of recipes with sustainable considerations. The work demonstrates how thoughtful design can advance industry standards while serving everyday needs.

Lavazza Elogy Barista distinguishes itself through a unique brewing technology and a patented milk frothing system that enable a wide range of preparations. With the True Capp feature, users may prepare a cappuccino or latte macchiato directly in the ceramic cup, while a special spout allows two coffees to be brewed simultaneously. The design builds upon Lavazza's established form language, offering a slightly more professional character that remains recognizably Italian in surfacing, details, and finish. A strong and stable main body is complemented by a wrap around shell defined by dynamic lines and Lavazza logos on the sides. Colours, surfaces, and finishes were carefully selected to reflect the professional soul of the appliance and its Mediterranean identity.

This Gold A' Design Award recognition provides a foundation for Florian Seidl and Lavazza to continue exploring innovation in coffee appliance design. The achievement reinforces the value placed on environmental responsibility, repairability, and refined aesthetics within future projects. By replacing a successful product with a new and dynamic design through a focused development process, the work signals a forward-looking direction. This recognition may encourage further attention to energy efficiency and product longevity across the segment, motivating the team to pursue continued excellence.

Interested parties may learn more about the award-winning design at the dedicated page provided by the A' Design Award.

<https://competition.adesignaward.com/ada-winner-design.php?ID=183426>

#### About Florian Seidl

Florian Seidl is a designer with several years of professional experience. He has undertaken significant work for well-known companies such as Fiat and KTM, as well as various non-automotive brands including Lavazza. His approach is characterized by a strong sense of brand identity and consideration of the bigger picture beyond any single project as a mere product. Florian Seidl is based in Italy.

#### About Lavazza

Luigi Lavazza S.p.A. is an Italian manufacturer of coffee products. Founded in Turin in 1895 by Luigi Lavazza, it began from a small grocery store in Via San Tommaso 10. Lavazza introduced the concept of the coffee blend, the art of combining different types of coffee to achieve and maintain particular characteristics and quality. Lavazza is among the world's leading coffee roasters.

#### About the Gold A' Design Award Recognition

The Gold A' Design Award is granted to designs that demonstrate a notable level of innovation and a meaningful impact on their intended audience. Within the Home Appliances Design category, evaluation considers criteria including innovation in functionality, uniqueness of design, user-friendly interface, aesthetic appeal, ergonomic efficiency, energy efficiency, use of sustainable materials, durability and longevity, integration with smart technology, and environmental impact reduction. Recognized through a structured selection process, Gold A'

Design Award designs are regarded as benchmarks that encourage further innovation. These works reflect strong technical attributes, considered artistic skill, and practical value for their users. The distinction highlights designs that contribute positively to the field of home appliance design.

#### About A' Design Award

The A' Home Appliances Design Award is an esteemed competition that welcomes participants from across the home appliance industry, including designers, design agencies, companies, manufacturers, and brands. Entries are evaluated through a blind peer-review process, assessed against pre-established criteria by a world class jury panel comprising design professionals, home appliance industry experts, academics, and journalists. Organized since 2008 and now in its 18th year, the A' Design Award is an international, juried competition open to entries from all countries and across all industries. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, driven by a philanthropic mission to make the world a better place through the power of good design. Interested parties may learn more about the A' Design Award, explore jury members, view past laureates, and take part with their projects at the following url: <https://favoritedesign.org>

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