

Italy

Florian Seidl

Design Manager, Lavazza

Florian Seidl is an experienced, creative designer and currently Lavazza's design manager. In Turin, he has set up a compact, but very talented in-house team from scratch and in that function, he's responsible for the corporate design of Lavazza. This ranges from domestic coffee and espresso machines to professional office machines and vending solutions, tableware, accessories, and their packaging. Numerous projects we designed are already on the market and have won quite a few important design awards.