



for immediate release



## ESTECO/illycaffè® Design Competition: award dedicated to promising young industrial designers presented

*The engineering challenge, which will see students from around the globe compete against each other to design a sustainable pressurization system for an illy espresso machine, was presented last week at the International modeFRONTIER Users' Meeting 2014 in Trieste*

Trieste, 19<sup>th</sup> May 2014 – Registration to take part in **the ESTECO/illycaffè® Design Competition** dedicated to engineering, physics and chemistry students worldwide starts today, after the official presentation of competition regulations last week at the International modeFRONTIER Users' Meeting 2014. The team that designs **the most innovative water pressurization system** capable of **reducing energy consumption** using ESTECO's optimization software will win a trip to EXPO 2015, a one-year modeFRONTIER license and an illy IPERESPRESSO X7.1 espresso machine.

### RECOGNIZING THE ENVIRONMENTAL SUSTAINABILITY OF THE COFFEE EXPERIENCE

The **aim of the competition**, conceived by the Triestine company **ESTECO**, specialized in the development of software technology for engineering optimization, is to **bring students closer to the different stages of design, prototyping and production**. Participants are encouraged to be creative in their quest to achieve a **state-of-the art solution** which improves either the **pressurization system** as a whole or a key component.

The optimization of the system is fundamental both for guaranteeing the **optimal performance** of illy Iperespresso capsules and for **maximizing sustainability** in terms of energy consumption: every single component of the machine must be carefully calibrated. This is what makes this **engineering challenge** so difficult: the teams taking part are required to design a water pressurization system that not only ensures consistent espresso quality but also reduces energy consumption while considering all constraints.

The solutions, obtained using **modeFRONTIER software**, developed by ESTECO, will need to be **highly innovative**. Designs that achieve significant improvements in terms of **impact on the environmental** and those that exploit the advanced modeFRONTIER engineering **software creatively and effectively** will jump to the head of the pack.

## PRIZES AND COMPETITION REGULATIONS

The ESTECO/illycaffè® Design Competition is an international competition geared **towards engineering, physics and chemistry undergraduates**. The jury is composed of two members from ESTECO and two from illycaffè.

The three best designs submitted by **individuals or teams of students** (up to three per team) will receive these prizes:

**1st Prize:** a weekend in Milan during EXPO 2015, a one-year modeFRONTIER software license and an illy lperespresso X7.1 espresso machine

**2nd Prize:** 2 one-year modeFRONTIER software licenses and an illy lperespresso X7.1 espresso machine

**3rd Prize:** a one-year modeFRONTIER software license and an illy lperespresso X7.1 espresso machine

**REGULATIONS AND REGISTRATION** >> [CLICK HERE](#)

### **ESTECO SpA**

ESTECO is a pioneer in numerical optimization solutions, specialized in the research and development of engineering software for all stages of the simulation-driven design process. Perfecting engineering and reducing complexity in the design process is our vision. Founded in 1999, the company is headquartered in Area Science Park in Trieste (Italy) and currently employs 40 professionals and serves more than 250 international clients including BMW, Daimler, Ferrari, FIAT, Ford Motor Company, Honda, Mazda, Toyota. modeFRONTIER, the company's key product, is a multidisciplinary and multiobjective optimization platform capable of streamlining the engineering process through innovative algorithms and integration with leading simulation software. In numerous industries, modeFRONTIER has become essential to increasing the understanding of cost/performance factors and reducing product development time. [www.esteco.com](http://www.esteco.com)

### **illicaffè®**

Based in Trieste, in Italy, the Italian coffee roaster illycaffè produces and markets a unique blend of 100% Arabic espresso coffee, under a unique brand, leader in quality. The illy products are marketed in 140 countries and are available in more than 100,000 of the best restaurants and cafés. The espressamente illy, Italian-style cafés, are present in 30 countries, with more than 230 points-of-sale. In order to propagate coffee culture, illycaffè opened the Università del caffè, a training center of excellence that offers theoretical and practical training in all aspects of coffee to coffee growers, team of coffee shops and coffee lovers. illycaffè employs 900 people around the world and has a consolidated revenue of € 361 million (results for 2012). It is the official partner of Expo Milan 2015 and responsible for Coffee Cluster, the large pavilion entirely dedicated to the beverage in the universal exhibition, entitled "From the plant to the cup".