

Pininfarina revolutionizes coffee and vending machine concept

By Silvina Rodriguez Picaro

A new vending machine for the pleasure of the five senses.



Curves attract attention! That is why they sell! This fact is something every good designer knows. Following the increasing trend in design, of creating curves, and organic shapes, and also including details to attract each sense, Pininfarina's team designed a Coffee Vending

Machine worthy of the best industrial design. Yes, Pininfarina, the same designing team of automobile body works such as Ferrari, Alfa Romeo or Maserati. This machine with a similar look to an ultra-modern ATM and with an ergonomic design. A true pleasure to admire. A design milestone that can be destined to creating a new trend towards more elaborated proposals which generate consumer experiences, involving the five senses.

More and more companies strive to provide a better user experience with vending machines, especially considering the rising cost of wages and space at the point of sale. The vision of integrating the best in each industry has allowed Costa, the second Coffee chain at a worldwide level*, to create Costa Express, a premium self-service machine (vending machine) that stimulates senses and interacts with the user in a smart way.

Through the touch, the consumer interacts with an HD touchscreen of 27 inches which allows the selection of the beverage in an interactive way. With a pleasant interface in which the user can promptly immerse in the variety of options offered (more than 250 types of beverages). The British company Atomhawk created the interface design (the same Study that worked in the movie Lord of the Rings).

From the flavor, the machine uses the same coffee that the brand branches, and also uses fresh milk, to ensure that the experience is similar to the one the consumer receives at the traditional stores. The sound is enveloping, Costa Express has a powerful loudspeaker that recreate the noisy sound of a Cafeteria. eMixPro Experts (that used to work with the Rolling Stones) created the soundtrack.

In this integration of the senses, the smell, was neither left aside. They worked together with Givaudan, Swiss Company number one in the industry, to produce a variety of aromas that replicate sensations from a Cafeteria, making the scent also a leading actor in this 360 grades experience.

This powerful self-service machine, Costa Express, will enable the brand to be present in more markets, more channels, and especially, in high traffic places with an appetite for high-quality coffee. Currently, there are more than 4.000 units in operation and, for sure, we will soon see more of this smart machines in airports, train stations, hospitals and offices. Without any doubt, this gem of good industrial design will generate many sales and will be the leader in the vending machines category. A new paradigm and a new level of excellence will be established. Good design also sells coffee.

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1. Costa is one of the most recognized brands in Europa. With more than 2.700 Coffee Stores in 27 global markets, it is the second operator of worldwide coffee after Starbucks.



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