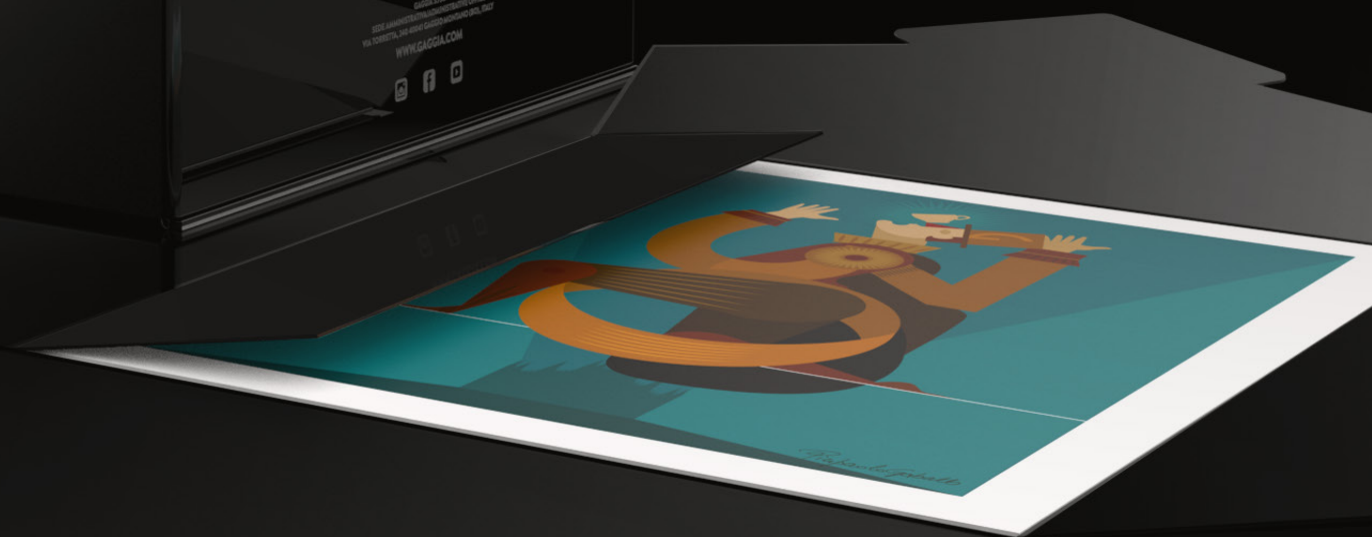


30
GAGGIA
MILANO
CLASSIC



ACROBAT / NOUN /
 ARTIST OR GYMNAST, SKILLED IN
 BALANCE EXERCISES, TIGHTROPE
 WALKER; A PERSON SPECIALIZED
 IN STRENGTH AND AGILITY FEATS,
 WHICH INVOLVE DIFFICULTIES OF
 VARIOUS KINDS





GAGGIA CLASSIC: 30TH ANNIVERSARY LIMITED EDITION

2021 marks an important anniversary for Gaggia. Thirty years ago, the company launched an espresso machine that made history: **Gaggia Classic**. It was in 1991 when, following the footsteps of Baby Gaggia, Classic made its first appearance.

Immediately, it became a **true icon**. Coffee enthusiasts from all over the world consecrated this machine as a symbol of the unique art of making and enjoying a perfect Italian espresso at home.

Today, it is the company's **signature product**, a flagship of the "Made in Italy" and "Espresso at home" culture in the world. This espresso machine still embodies the values of the manufacturer. Even if times have changed, its heart and mission are always the same. Join us in celebrating these first thirty years of authentic home espresso, tradition, never-ending passion and excellence, with an unmissable **limited edition: Gaggia Classic 30**. 3000 pieces only, entirely Made in Italy and numbered one by one on the production line.

For this occasion, Gaggia asked the Italian artist Pierpaolo Gaballo to choose a symbol for the 30th Anniversary of Gaggia Classic. He opted for an **Acrobat**. In this character, he saw a **natural parallelism** with the **Home Barista**. In fact, the Home Barista combines a wise **preparation** with dexterity, **practice** and **balance** of the elements, just like an Acrobat. They both make **performances**, but on different backgrounds. One in a house, at his/her personal coffee station, while the other one on a stage, in front of an audience.

Gaggia agreed with this symbolic interpretation from the beginning. The **two souls** of Gaggia Classic – the Acrobat and the Home Barista – mirror on the two sides of the machine. One is its purest essence, smooth, simple, direct: the Home Barista. On the opposite side, the artistic twist drawn by the Acrobat, a wonderful decoration that mesmerizes us.

Gaggia Classic 30 is an ode to authenticity, creativity, freedom, fantasy. Who chooses this machine will own a work of art that mixes Italian quality, tradition, design, with the fascinating art of contemporary illustration.



UNLEASH YOUR INNER BARISTA AT HOME

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