

MILAN 2019: TECHNOLOGY HEIGHTENS THE COFFEE EXPERIENCE

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Automat by Peter Sörries as part of Hightech X Hightouch by Weißensee School of Art and Design, Milan



Rouse by Yi-Ting Chen and Paola Aldana as part of Hightech X Hightouch by Weißensee School of Art and Design, Milan

Milan – A series of automation projects presented at Milan Design Week 2019 examined how technology could be applied to coffee preparation to create a heightened, sensual experience for drinkers.

Entitled **HighTech x HighTouch**, the project investigated how technology could aid the ritual of coffee drinking. Coffee Composer is a prototype that enriches the self-service coffee experience, using a range of colour-coded tokens to symbolise ingredients such as milk and sugar. Users input their selection and stack tokens into an automated coffee machine, which makes the coffee accordingly, while the interaction between human and machine is more tactile.

For those whose morning routine is defined by coffee, a secondary concept, Rouse, takes cues from the retro Teasmade, as a coffee maker that doubles as an alarm clock. Consumers set their alarm on their smartphone and Rouse begins brewing the coffee before they wake, with the sound and smells of the machine designed to wake them up. The project demonstrates how the smart home can seamlessly support existing rituals.

For more on the rise of coffee connoisseurship around the world, read our [Craft Coffee Market](#).