



30<sup>th</sup> April 2010

## **CAFÉDIRECT LAUNCHES THE CONTAINER HOUSE**

### **Eco-designed house offers a taste adventure!**

This summer, ethical coffee pioneer, Cafédirect has collaborated with cutting-edge UK designer Wayne Hemingway to create an innovative pop-up eco-home offering a unique flavour experience at festivals and events across the UK.

The Cafédirect Container House has been exclusively created by dynamic eco-design duo Wayne Hemingway and daughter Tilly, providing an original, fun and sustainable environment to taste coffee from different countries. Complimentary coffee from Cafédirect's gourmet Roast and Ground range; Machu Picchu and Kilimanjaro, will be served to The Cafédirect Container House visitors at summer festivals across the country between May and September. \*

Shipped from origin in containers, all of Cafédirect's coffee is direct from the grower. The use of a converted shipping container mirrors the journey made to bring award-winning coffee from the country where it was grown to UK coffee lovers.

In keeping with Cafédirect's ethical and environmental credentials, The Cafédirect Container House has been created using entirely sustainable materials.

The interior is furnished exclusively by Hemingway Designs; featuring up-cycled coffee sack covered chairs from Restore and furniture from other community recycling projects and with modified Graham and Brown wallpaper displaying stunning images from the 14 countries with whom Cafédirect works. Festival goers and the UK public are invited to step into the house and enjoy a coffee in eco-style and comfort.

Commenting on the collaboration Hemingway explains: "I've always hugely admired Cafédirect for its pioneering business model and ethical spirit. In the spirit of the whole venture, we've partnered with community projects to enable the project to take shape. Sustainability in furniture design is an issue close to my heart and it's been great to experiment with the used coffee sacks."

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Yasmin Koomar, Events and Experiential Manager at Cafédirect, comments, "We're huge fans of Wayne's approach to sustainable design and are thrilled to have him on board for this project. Wayne and Tilly have perfectly captured Cafédirect's ethos by combining sustainability and style to create the perfect home to experience our award winning coffee. It's fun to think people will be drinking our coffee while sitting on the sacks that transported it!"

\* Cafédirect's Container House will be at the following festivals:

1 -9 May - Grand Designs LIVE, Excel, London

27 May - 6 Jun - Hay Festival, Wales

18 - 20 June - Three Counties Show, Malvern, Worcester

23-25 July - WOMAD Charlton Park, Wiltshire

6-8 August - Brecon Jazz Festival, Brecon, Wales

13 - 15 - August Vintage at Goodwood, Goodwood

6 - 30 August - Edinburgh Festival Fringe, Edinburgh

- Ends -

**For more information about Cafédirect and its award-winning hot drink products, for high resolution images, Container House interview requests or to arrange any promotions for readers to win exclusive Container House furniture by Hemingway Design, please contact Jane Sheard at Unity. Email [jane@hellounity.com](mailto:jane@hellounity.com) or call 020 7440 9815**

### **More about the Cafédirect Container House**

The Cafédirect Container House concept is linked to the birth of Cafédirect and mirrors how the coffee is shipped directly to the UK from the growers.

In 1989 coffee prices plummeted and the livelihoods of expert smallholder growers and their communities were put into jeopardy. With little to lose,

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3 cooperatives from Peru, Costa Rica and Mexico each sent a container of coffee on trust, to be roasted and sold in the UK. The profits were sent back to the growers, and Cafédirect was born.

### **About Cafédirect**

Cafédirect is the UK's first and largest 100% Fairtrade drinks brand.

Providing an important link between the grower and consumer communities, the business works with over 40 grower organisations across 14 developing countries, encompassing over quarter of a million farmers and directly improving the lives of more than 1.6 million people around the world.

In the past ten years, the business has invested more than £3 million of its profits directly into the businesses and, in total, paid more than £10.5 million towards the businesses and communities of its grower partners.

Pioneering grower initiatives and consumer engagements for 19 years, Cafédirect works to its own Gold Standard, consistently setting the bar for ethical business leadership. In 2009 we won the coveted Ethical Business of the Year Award at the Triodos Bank Women in Ethical Business Awards. In 2010 we have been shortlisted for the Sustainable City Awards, hosted by the City of London, in the 'Tackling Climate Change' category.

### **About Hemingway Design**

Hemingway Design was set up in 1999 by husband and wife design-team Wayne and Gerardine Hemingway. Hemingway Design specialises in affordable and social design and has been involved with a number of groundbreaking projects in which they undertake the master planning, the architecture landscaping and marketing. Housing Projects have included the award winning The Staiths South Bank on Tyneside, Other projects include the Institute of Directors on Pall Mall, IOD at 123, The 4 Walls range of wall coverings for Graham and Brown, technology "Wet", a tile range for British Ceramic Tiles and product , packaging and graphic design. Current and recent clients include Sainsbury's, Sky TV, Sony, The Royal Mail, Cafédirect and The Caravan Club. The project that is exciting Wayne and the team the most at the moment is Vintage at Goodwood a major new annual cultural event commencing in August 2010 [www.vintageatgoodwood.com](http://www.vintageatgoodwood.com). For more details on HemingwayDesign visit [www.hemingwaydesign.co.uk](http://www.hemingwaydesign.co.uk).

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### **About the Cafédirect Container House community partnerships**

Not only is there the high profile partnership with Hemingway Design, but there's also the smaller, more community-based partnerships which have made a real difference.

Restore, part of the London Community Recycling Network (LCRN), has become an integral part of the container project in making all of Hemingway's ideas come to life.

Restore is a community-led project  
<http://www.restorecommunityprojects.org/>

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