

FAEMINA



A N A R T E X P E R I E N C E





Since 1945

In 1945, Carlo Ernesto Valente opened a factory in Milan to manufacture coffee machines: the 'Fabbrica Apparecchiature Elettro Meccaniche e Affini' (FAEMA). This was the starting place for production of the first machine model based on the invention of the lever for extracting espresso with 'natural coffee cream'.

In 1952, the first espresso machine for the domestic market was launched: the **Faemina**. It is an impressive machine made of high-quality materials (aluminium and chrome-plated brass), featuring an enclosed boiler. Its enormous success earned it an over 30-year production run.

Today, after 70 years and a history of extensive professional espresso specialisation, Faema returns to the 'home' sector with a new iconic, state-of-the-art machine designed by Italdesign Giugiaro.

Naturally it was named Faemina.



Faema and design

The production of high-impact machines with a focus on design is a hallmark of the Faema brand: from the Faema Tronic in '83, designed by Sottsass and Cibic, to Giugiaro's E91 and Salvemini's E92.

The latest machines, from the Emblema (2007) to the E71 (2016) and E71E (2019) to the new Faemina, bear the signature of ItalDesign Giugiaro.

Awards:

- 2000 ADI DESIGN INDEX AND GASTRO INNOVATION PRIZE E 92
- 2016: GOOD DESIGN AWARD E71 Gti
- 2019: RED DOT AWARD E71E
- 2020: RED DOT AWARD PRESIDENT GTI
- 2019: ADI DESIGN INDEX E71E
- 2020: ADI DESIGN INDEX PRESIDENT GTI



The new Faemina

Faemina is the result of an encounter between the worlds of coffee and design: for a premium coffee experience that can be enjoyed wherever you want.



Design

TIMELESS IN ANY LOCATION

The sleek design, combined with top-quality materials (aluminium and steel) and 100% Made in Italy manufacture make this machine a timeless work of art that is built to last.

The choice of different finishes, from the classic elegance of black and white to more sophisticated polished aluminium and satin-finish copper, makes Faemina perfect for any environment.

Performance

PROFESSIONAL QUALITY IN YOUR HANDS

Faemina brings the most advanced technologies from the professional world to the home & small business segments:

- control of extraction temperature;
- double boiler (one boiler dedicated to coffee and another to services);
- energy-saving boiler insulation;
- exclusive system with integrated softener filter in the water tank to ensure not only proper maintenance, but to guarantee the best in-cup quality for every drink (compliant with WBC and IEl standards).



Beyond espresso

Faemina achieves excellent quality levels in dispensing a wide variety of drinks thanks to a set of tailor-made systems that are unique in the market:

- perfect milk frothing, thanks to two functional options, the manual steam wand, for experienced operators, and the Autosteam -cappuccino in one Touch- for a perfect result whatever the level of user expertise;
- 'masterful' extraction of different types of hot drinks requiring pre-set temperatures and water thanks to dedicated software and a height-adjustable drip tray for each type of cup (Up&Down System);
- exclusive extraction system for filter coffee (Brewing) and high-quality infused tea.





User-centric solutions

Faemina's meticulous design is reflected in a number of details that make it natural and pleasant to use:

- front water tank with removable drawer and automatic display notification when it needs to be emptied;
- patented Up&Down system, adjustable according to cup size (e.g. tall cup for caffè americano, small cup for espresso; brewing device);
- advanced Time&Energy Saving systems (maximum reduction of switch-on time);
- coffee dispensing just 5 minutes after start-up;
- automatic stand-by preset at 10 minutes of non-use.

Support with Voice Recognition

Through the Voice Recognition system, users can also access content related to Faemina (in-depth information, video clips, info-graphics, etc.), enabling better interaction with their professional coffee machine-at-home.

An innovative system that guarantees a better smart-home experience, contributing to the development of international coffee culture.

Be Faema

The Faemina world extends beyond the machine thanks to the dedicated **Be FAEMA** app, which allows you to remotely set its operating parameters, establishing a simpler, more flexible and personal relationship with the machine.

Be Faema is an invitation to all types of users, from beginners to experienced professionals, to join a community of coffee lovers, to be constantly updated on the coffee world and to create their own ideal recipes.







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