



## **Campari Unveils Stunning 2014 Calendar Featuring Vibrant Worldwide Celebration**

**Milan – 11 November 2013** – Today, Campari<sup>®</sup> is officially unveiling the full imagery for the 2014 Calendar which is entitled ‘Worldwide Celebration’. The Calendar is the 15<sup>th</sup> edition in the prestigious collection and stars Hollywood actress Uma Thurman enjoying 12 intriguing and vibrant festivals from around the world.

From Spring Festival in Beijing, the biggest celebration in China, to Hanami in Japan, where people enjoy the beautiful cherry blossoms of spring, the 2014 Calendar provides a window on the world and invites fans of Campari to embark on a global voyage of discovery. The celebrations in the Calendar span every continent and also include Midsummer’s Eve in England, during which revellers celebrate the Summer Solstice at the historic Stonehenge, and the bright and exhilarating Reveillon in Brazil, the biggest New Year Celebration in the world. Uma stars as the Calendar heroine adorned in a collection of beautiful dresses and shoes from luxurious fashion houses such as Versace, Stella McCartney and Chopard, to name just a few.

On starring in the 2014 Campari Calendar, **Uma Thurman** comments: *“The 2014 Calendar is a stunning piece of artwork which perfectly conveys the positive energy and pleasure which Campari lovers around the world can enjoy through our worldwide celebration. The Calendar photographer, Koto Bolofo, has been fantastic to work with and inspired me throughout the shoot. There is nothing more enjoyable than a celebration and I feel confident that people around the world will enjoy the worldwide celebration which the Campari Calendar provides.”*

The 15<sup>th</sup> edition of the Campari Calendar was shot by noted fashion photographer, Koto Bolofo, renowned for his lively and dynamic imagery. Bolofo was born in South Africa, raised in the UK and now resides in France so is a true world citizen himself and the perfect choice to convey the Calendar’s worldwide celebration.

On the 2014 Campari Calendar, **Koto Bolofo** comments: *“For me, the Campari Calendar is all about pleasure, intrigue and charisma and I feel confident the 2014 edition embodies all of these qualities.”*

*Enjoy Campari responsibly*



*Working with Uma has been a joy and I am truly thrilled that the Campari Calendar 2014 can be revealed to the world and enjoyed by all."*

**Bob Kunze-Concewitz**, CEO of Gruppo Campari comments: *"The Campari Calendar 2014 is dedicated to the pleasure that can be enjoyed from travel and discovery around the world. Uma's passion and style shine through in each and every shot, and she embodies every celebration to provide stunning visuals. Koto has clearly brought his unique eye and creativity to the Calendar and has yet again helped Campari to produce a beautiful piece of art."*

The Campari Calendar, of which only 9,999 copies are printed, will not go on sale but will be distributed to friends of Campari internationally.

The Calendar theme, *Worldwide Celebrations*, was created by BCube Milan. Working side by side with the photographer Koto Bolofu on the project were Client Creative Director Andrea Marzagalli and Associate Creative Director Bruno Vohwinkel.

For more information go to:

[www.campari.com](http://www.campari.com)

<http://www.facebook.com/campari>

[www.camparigroup.com](http://www.camparigroup.com)

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#### **About The Campari Calendar**

The Campari Calendar is one of the world's iconic artistic calendars. Distributed in international limited edition of only 9,999 copies it is a small, collectible luxury for the happy few that receive it, and is a tribute to the world class talent and photographers that make it come to life every year.

#### **About Campari**

Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

*Enjoy Campari responsibly*



### **About Gruppo Campari**

Davide Campari-Milano S.p.A., together with its affiliates ("Gruppo Campari"), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, span spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 15 plants and 4 wineries worldwide and has its own distribution network in 16 countries. The Group employs over 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: [www.camparigroup.com](http://www.camparigroup.com)

### **Uma Thurman: Biography**

Uma Thurman has proven herself to be one of the most versatile young actresses by playing a variety of compelling characters. Thurman was born in Boston and raised in Amherst, Massachusetts. At age fifteen she was discovered by two New York agents and at sixteen she transferred to the Professional Children's School in New York City in order to pursue an acting career.

Thurman's entrance into mainstream film really began after her role as the goddess Venus in Terry Gilliam's fantasy *THE ADVENTURES OF BARON MUNCHHAUSEN* which brought her international attention. This striking and versatile actress went on to receive critical acclaim for her portrayal of a virginal 18<sup>th</sup> century convent girl, Cecile de Volanges, seduced by John Malkovich in Stephen Frears' *DANGEROUS LIASONS*. The following year she starred opposite Fred Ward and Maria de Medeiros in Philip Kaufman's *HENRY & JUNE* playing the neurotic and exotic bisexual spouse of Henry Miller. She then played Daphne McBain; one of a trio of Dabney Coleman's spoiled children in the comedy *WHERE THE HEART IS*, directed by John Boorman. In 1991, Thurman starred opposite Richard Gere and Kim Basinger as Diana, a conniving therapy patient in Phil Joanou's thriller *FINAL ANALYSIS*. She then reunited with Malkovich in the thriller *JENNIFER 8*, playing Andy Garcia's blind girlfriend, Helena. In *MAD DOG AND GLORY*, she played a barmaid who becomes an indentured servant to Robert De Niro for saving Bill Murray's life. Her most eccentric movie to date is Gus Van Sant's film, *EVEN COWGIRLS GET THE BLUES*, in which she played Sissy Hankshaw, a big-thumbed, bisexual hippie hitchhiker.

In 1995, Thurman received an Academy Award nomination for Quentin Tarantino's critically lauded *PULP FICTION*, in which she played Mia Wallace, a sexy and comedic mobster's wife. Later that year, she was seen in the period romance *A MONTH BY THE LAKE*, with Vanessa Redgrave and the contemporary romance *BEAUTIFUL GIRLS* directed by Ted Demme. Thurman next appeared in *THE TRUTH ABOUT CATS AND DOGS*, *BATMAN & ROBIN*, *GATTACA*, opposite Ethan Hawke, *LES MISERABLES* with Liam Neeson and *THE AVENGERS*.

Uma's other works include Woody Allen's *SWEET AND LOWDOWN*, opposite Sean Penn and Samantha Morton; *VATEL*, opposite Gerard Depardieu and Tim Roth; the Merchant/Ivory film *THE GOLDEN BOWL*, with Nick Nolte, Angelica Huston and Jeremy Northam; John Woo's thriller *PAYCHECK*; and *TAPE* with Ethan Hawke and Robert Sean Leonard, for which she was nominated for an Independent Spirit Award as Best Supporting Actress. Uma also starred and produced, the HBO film, *HYSTERICAL BLINDNESS*, and won 2003 Golden Globe for Best Actress for her portrayal of Debby Miller.

Quentin Tarantino's installments *KILL BILL: VOLUME 1* and *KILL BILL: VOLUME 2*, both of which she was nominated for a Golden Globe; MGM's *BE COOL* opposite John Travolta, a sequel to the hit *GET SHORTY*; *PRIME* opposite Meryl Streep, *THE PRODUCERS* with Nathan Lane and Matthew Broderick; *MY SUPER EX-GIRLFRIEND*, opposite Luke Wilson; *MOTHERHOOD* opposite Anthony Edwards and Minnie Driver; *MY ZINC BED*, an HBO film based on the play by David Hare; *THE LIFE BEFORE HER EYES* opposite Evan Rachel Wood; Chris Columbus' *PERCY JACKSON & THE LIGHTNING THIEF* in which she takes on the role of the mythical



character “Medusa;” Lee Pace’s CEREMONY playing “Zoe” a woman in the middle of a love triangle, and Declan Donnellan’s BEL AMI playing opposite Robert Pattinson.

Most recently, Thurman earned her first Emmy Nomination in the category of “Outstanding Guest Actress in a Dramatic Series” for her arc in NBC’s SMASH. Due out later this year Thurman will be seen in Lars von Trier’s NYMPHOMANIAC. Uma is currently attached to star as controversial Anita Bryant in the independent feature ANITA, which will be directed by Rob Epstein and Jeff Friedman.

**Koto Bolofo: Biography**

Born in South Africa, Koto Bolofo and his family fled to Britain when he was still a child after his father, a history teacher, was discovered to have writings by Karl Marx among his classroom materials. After living as political refugees for nearly 25 years, Bolofo and his father returned to South Africa, an experience documented in his short film *The Land Is White, the Seed Is Black*. His keen eye for lively, dynamic images has won him accolades for his fashion photography—Bolofo editorials have appeared in *Vogue*, *GQ* and *Interview*, to name a few; his advertising clients include Hermes, Louis Vuitton and Dior. In addition, the Paris-based photographer has published several books of work, including a 2008 coffee table tome produced with Steidl containing definitive portraits of Venus Williams (he was granted open access to the world-class athlete), and *Vroom! Vroom!*, released in March 2010, which documents the elegance of vintage Bugattis.