



## **Galleria Campari: a red passion lab of images and emotions**

### ***A multimedia interactive itinerary outlines the history of the brand which celebrates its 150<sup>th</sup> anniversary***

Sesto San Giovanni, Gruppo Campari Headquarters, March 18 2010 – Campari inaugurates today its Gallery, a dynamic, multimedia and interactive place that traces the itinerary of the brand through the expressions of modern and contemporary art from 1860 to the present day, thanks to the collaboration of *AP Consulting*, under the supervision of the Project Director, Armando Peres, and Marina Mojana, the Artistic Director. They were assisted by Paolo Maria Fumagalli, Exhibition Project Manager and Cogitanz, the company in charge of the *interaction design project*.

For the 150<sup>th</sup> anniversary of Campari (1860-2010), Campari wants to give its consumers an unprecedented artistic journey where art and communication meet: not only a place of the memories but above all, a creative, emotional and vital place of the present days. The artworks on showcase represent the productions of international artists including Leonetto Cappiello, Bruno Munari and Ugo Nespolo: some have been reinterpreted and animated by new multimedia technologies.

Galleria Campari aims at being a workshop of images and emotions, a **red passion lab**, where the brand's history – made up of smart intuitions, advertising campaigns, collectors' images and a leading pioneering communication strategy – continues to project the *brand* into the future.

*"We are proud to be able to open a space that will allow you to fully experience the essence of our brand – explains Bob Kunze-Concewitz, CEO, Gruppo Campari - and therefore to offer to our consumers, for the first time, a unique experience linked to the worlds of art, communication and photography that over the years have secured the uniqueness and appreciation of our brand worldwide. The 150<sup>th</sup> anniversary is for us an inspiration to keep on growing and experiencing different creative and artistic forms, always following the red passion, the fundamental element of our daily commitment".*

Campari has collected pieces belonging to all the different artistic movements that have characterized its 150 years of history, projecting the brand into the future: the use of new technologies allows it to trace back Campari's history and its synergy with art, even through contemporary languages. Galleria Campari is a complete sensory experience: a place where the brand character can be perceived even through the sense of smell and the hearing, completely involving the visitor.

*"Today the real hero is Campari – explains Armando Peres, Project director – which is represented by this extraordinary artistic heritage. Its values are overwhelming and are transmitted through an journey of experiences which also conveys its future goals thus showing continuity between past and present".*



Galleria Campari is located in the 1904 liberty house of via Gramsci, Sesto San Giovanni. This building, formerly the first production plant established by Davide Campari, son of Gaspare, the founder of the company, has been refurbished and enlarged in 2009 by the architect Mario Botta to house the new Headquarters. The decision to choose Sesto San Giovanni as the site for Galleria Campari is explained by the historic heritage of both the company and of the municipality.

*“The opening of Galleria Campari – declared Giorgio Oldrini, Sesto San Giovanni’s Mayor, - is the result of a common goal of both the local administration and of Campari. Sesto San Giovanni has always been a working town and even during these years of great change it does not want to forget its productive past, safeguarding its memory. When the Gruppo Campari expressed its willingness to create its headquarters here, we agreed on the opening of this new cultural center that adds up to the network of former industrial sites transformed into recreational and cultural space. It also reinforces the connection between the city and its past and it becomes a stimulus to plan and achieve its future goals. Galleria Campari is therefore another piece supporting the candidacy of Sesto San Giovanni to become a UNESCO World Heritage Site”.*

Galleria Campari is on two floors, the first is devoted to the Campari experience, while the upper floor is hosting a temporary exhibition open until June 18 2010, about a great author of Campari's communication: Fortunato Depero. The exhibition with curatorial work by Marina Mojana and Ada Masoero, displays around fifty original India inks by Fortunato Depero realized between 1927 and 1931 for his book 'Numero Unico Futurista' (published by the artist from the trentino region as a homage to Davide Campari), in addition to some works of the same artist belonging to private and public collections.

Galleria Campari will open to the public from March 23<sup>rd</sup> on Tuesdays, Thursdays and Fridays from 10.00 a.m. to 7.00 p.m. In the *Gift&Book Shop*, visitors can purchase Campari’s artistic images and memorabilia. For further info on opening hours and to book guided tours visit [www.campari.com](http://www.campari.com).

#### **Notes to the editor**

To learn more about the Campari brand visit the Brands History section of the Gruppo Campari website:

[http://www.camparigroup.com/en/press\\_media/history\\_communication/campari\\_html.jsp](http://www.camparigroup.com/en/press_media/history_communication/campari_html.jsp)

High definition images of Galleria Campari can be found following the link

[http://www.camparigroup.com/en/press\\_media/image\\_gallery/galleria\\_campari.jsp](http://www.camparigroup.com/en/press_media/image_gallery/galleria_campari.jsp)

#### **About Gruppo Campari**

Gruppo Campari is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the USA and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as Campari, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, CampariSoda, Cynar, Glen Grant, Ouzo 12, X-Rated, Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury’s. Its wine segment boasts the global brand Cinzano, as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella & Mosca and Teruzzi & Puthod. The soft drinks segment comprises the non-alcoholic aperitif Crodino and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,000 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. [www.camparigroup.com](http://www.camparigroup.com)

#### **Press Contacts**

[http://www.camparigroup.com/en/press\\_media/press\\_contacts/press\\_contacts.jsp](http://www.camparigroup.com/en/press_media/press_contacts/press_contacts.jsp)