



IF YOUR SOUL IS CURIOUS, ENTER THE RED

**CAMPARI LAUNCHES NEW SHORT MOVIE, *ENTERING RED*, DIRECTED BY
MATTEO GARRONE, STARRING ANA DE ARMAS**

Milan, 5th February 2019 – Today, Campari, the iconic Italian aperitif, unveils the latest in the Red Diaries series – the enigmatic and enticing short film, *Entering Red*. Remaining true to Campari’s mantra that every cocktail tells a story, this year’s production inaugurates the celebration of the iconic Negroni cocktail as the world famous drink marks 100 years since its existence. The story further reiterates that Campari truly is at the heart of the Negroni, making it the irreplaceable ingredient.

The short movie, starring highly acclaimed actress Ana De Armas and Italian actor Lorenzo Richelmy, is skilfully directed by critically commended Italian director Matteo Garrone. As the birthplace of Campari, the city of Milano has an important part to play in the film as the city’s most stunning locations come to life, including the breath-taking Galleria Vittorio Emanuele II, home of Davide Campari’s staple Camparino bar, and the Duomo, turning both monuments ‘Campari red’ for the occasion.

Entering Red is a suspenseful and intriguing story, where viewers get to know Ana, played by the eponymous Ana De Armas, whose curious soul explores the charismatic city of Milano through the stimulating and pleasurable lens of Campari. The film opens in a bar where Ana is drawn to a Mysterious Man, played by Lorenzo Richelmy, while dancing to a band’s live music.

When the Mysterious Man leaves the bar with the band’s lead singer, Ana realizes there’s a ring left on the table, marked with the word ‘N100’. Curious and exhilarated, Ana embarks on an empowering journey to understand the meaning behind this mysterious clue that will lead her to become a woman more aware of who she is. Step by step, she follows her Soul, Mind and Heart with the help of expert bartenders, the Red Hands, who know more than most about the world she is discovering.

All three elements combined, representing the gin, red vermouth and Campari, culminate to create the perfectly balanced blend that makes up the Negroni and becomes N100, a spectacular celebration of the iconic and timeless cocktail’s centenary. Surrounding the Red Hands and metaphorically guarding their wisdom and expertise, the bar she discovers in the final scene subtly represents Campari’s quintessential orange peel, much like the shape of Leonetto Cappiello timeless artwork, the Spiritello.



The film also features cameo appearances from six of the world's best bartenders, the Red Hands, and seven world-famous influencers representing countries across the world. In further celebration of the centenary of the Negroni, the Red Hand bartenders have created a unique twist on the classic recipe, each with its own story to tell.

The N100 celebrations will resonate around the world, with key events taking place in Florence during Negroni Week, to commemorate the place where the curious soul of a Campari connoisseur gave birth to one of the best creations in the cocktail world 100 years ago.

On her leading role, Ana De Armas states: "It has been a pleasure to play the lead role in *Entering Red*, which has been such a fantastic project and journey. It was an empowering role, where my character, Ana, takes charge of her destiny, for which I am proud. Not only have I fulfilled a dream of working with Matteo Garrone, but I also met an inspiring cast, and I have been able to discover the beautiful city of Milano all while celebrating a timeless icon that passed the 'taste' and test of time, the Negroni. It was a true pleasure to be part of the campaign with such a passionate brand and wonderful director."

On making the short movie, Matteo Garrone comments: "Working on a project like *Entering Red* has been an invigorating experience. *Entering Red* was a journey of discovery and training not only for our protagonist, but also for me. A journey into a world that I started to explore myself during filming. I tried to lose myself in this world, trying at the same time to tell a story that could bring the brand itself to life. The result is a story of self-discovery of the elegant and sensual world of Campari, a dreamlike dimension that is glamorous at the same time. From Hollywood and Italian actors, to world-renowned bartenders - Campari – once again - has the ability to bring wonderful talent together to create something truly special in the year of the anniversary of the Negroni".

Bob Kunze-Concewitz, Chief Executive Officer of Campari Group says: "In what marks a truly exciting year in the history of Campari, we are thrilled to announce the brand new Campari Red Diaries short movie in celebration of the centenary of the Negroni. The movie takes viewers on a journey into the world of Campari through the lens of the inspiring Ana de Armas, ending in an iconic celebration: N100, a hundred years of Negroni. With his incredible filming style and poetic approach, there really is no better director to bring it to life than the talented Matteo Garrone. As our mantra, 'Every cocktail tells a story', we are excited to tell the story of the Negroni and kick-start a year of celebrations alongside some of the best



bartenders from around the world who share our passion. We hope the movie inspires you to ‘Enter the Red’ and join the world of Campari in celebration.”

Entering Red is available globally on [Campari’s official YouTube channel](#) and social media channels and will be celebrated with a red carpet premiere in Milano.

J. Walter Thompson Milano created the Campari Red Diaries 2019 concept, including the original story of Entering Red by creatives Marco Rocca, Alessandro Polia and Sergio Rodriguez (CEO and CCO at J. Walter Thompson Milano), of which the screenplay was written by Massimo Gaudioso, Andrea Tagliaferri, and Nicola di Robilant. Entering Red was produced by Think Cattleya.

-ENDS-

#Campari #RedDiaries #N100

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NOTES TO EDITORS

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ABOUT CAMPARI RED DIARIES

Launched in 2017, Campari Red Diaries is the evolution of the Campari Calendar. A 360° holistic campaign, with a short movie at the heart, Campari Red Diaries brings to life Campari’s ethos that “every cocktail tells a story”. Campari Red Diaries is launched digitally, with the short movie hosted on Campari’s official YouTube page.

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.



ABOUT THE NEGRONI

It was around the year 1919 in Florence when Count Camillo Negroni contemplated ordering an Americano cocktail but decided it was time for a change. He requested it with a touch of gin instead of soda, inspired by his last trip to London and its prevalent gin scene. The bartender was pleased to honour Count Camillo Negroni's request and added an orange garnish rather than the lemon wedge of the Americano to signify the new drink he had created. In Florence, the Count's 'usual' became known as Count Negroni's Americano, or the "Americano with a touch of gin", but whatever it was referred to as back then, the Negroni was born. The Negroni is now one of the most famous contemporary classic cocktails. Anywhere you go in the world, you will find a mixologist who can make you the iconic Negroni. The original recipe, the perfectly balanced combination of equal parts of Campari, Red Vermouth and London Dry gin, is almost a century old and continues to be enjoyed today. The International Bartenders Association (IBA) lists Campari as an official ingredient of the Negroni, and thus, there is no Negroni without Campari! For more information visit www.campari.com.

ABOUT CAMPARI GROUP

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. Campari Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses. Headquartered in Milan, Italy, Campari Group owns 18 plants worldwide and has its own distribution network in 20 countries. Campari Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com/en> Please enjoy our brands responsibly

CREDITS

- Creative Agency: J. Walter Thompson Milan
- Production House: Think Cattleya
- Director: Matteo Garrone
- Screenplay: Massimo Gaudioso, Andrea Tagliaferri, Nicola di Robilant
- Ana: Ana De Armas
- Mysterious man: Lorenzo Richelmy
- Director of Photography: Nicolaj Brühl
- Original Music: Champs e Johnny Jewel
- Editor: Marco Spoletini
- Production Designer: Dimitri Capuani
- Costume Designer: Massimo Cantini Parrini
- Celebrity Hair Stylist: Alessandro Rebecchi
- Celebrity Make-Up Artist: Jessica Nedza



ABOUT ANA DE ARMAS

Cuban born actress, Ana de Armas is an international rising star.

Ana recently completed a starring role in writer-director Rian Johnson's modern-day murder mystery, **KNIVES OUT**, starring opposite Daniel Craig and Chris Evans. The film will be released by Lionsgate in the US on November 27, 2019.

Prior to that, Ana starred opposite Wagner Moura in the Netflix biopic feature, **SERGIO**. The film focuses on the life and work of the Brazilian, United Nations diplomat, Sergio Vieira de Mello. Ana plays "Carolina," a United Nations Officer, part of an elite international collection of the UN members. This film is set to be released Fall 2019.

Ana will next be seen in Andrea di Stefano's action thriller, **THE INFORMER**, starring alongside Joel Kinnaman, Clive Owen, and Rosamund Pike. This feature is based on the best-selling Swedish novel by Anders Roslund and Börge Hellström and slated to be released on March 22, 2019. Ana also stars alongside Kate McKinnon and Lily James in Universal's romantic comedy, **UNTITLED DANNY BOYLE/RICHARD CURTIS PROJECT**, which is scheduled for release on June 28, 2019.

Last spring, Ana completed Michael Cristofer's, **THE NIGHT CLERK**, alongside Helen Hunt, Tye Sheridan, and John Leguizamo.

At the 2018 Tribeca Film Festival, Ana starred opposite Demian Bechir in the critically acclaimed dramatic short film, **CORAZON**, based on a true patient story in association with New York's Montefiore Hospital.

Currently, Ana can be seen in Denis Villeneuve's **BLADE RUNNER 2049** alongside Ryan Gosling and Harrison Ford. The story takes place several decades after the conclusion of the 1982 original which was set in 2019 in a dystopian Los Angeles. The Wrap said that as 'Joi,' de Armas "...exudes warmth and poignancy." The film, executive-produced by Ridley Scott, was released by Warner Bros. on October 6, 2017. Also in 2017, de Armas appeared in the action movie **OVERDRIVE** with Scott Eastwood and Freddie Thorp.

Additional film credits include **HANDS OF STONE** opposite Edgar Ramirez, Robert De Niro and Usher, **WAR DOGS** opposite Miles Teller and Jonah Hill, the mystery-thriller **EXPOSED** opposite Keanu Reeves, and **KNOCK KNOCK** opposite Keanu Reeves.

De Armas made her feature film debut in "Una Rosa De Francia" for the Cuban Institute of Cinematography and quickly transitioned into one of Spain's rising film stars. Her previous credits include the Spanish films "Por Un Punado De Besos," "Faraday," "Blind Alley" and "Sex, Party & Lies."

ABOUT MATTEO GARRONE

Born in Rome in 1968, Matteo Garrone graduated from the Liceo Artistico in 1986; after working as a camera assistant, he decided to devote himself full time to painting.

In 1996 he won the Sacher Festival with the short film Silhouette. The following year, with his own production company Archimede, he made his first feature film, Terra di Mezzo (Land in Between), which won the Special Jury



Prize and the Cipputi Prize at the Torino Film Festival. In 1998 he shot the documentary *Oreste Pipolo, a Wedding Photographer in Naples*, and in the same year his second feature film, *Ospiti (Guests)* was presented at the Venice Film Festival. The film received a Special Mention at the Angers Festival, the Best Film Award at the Valencia Film Festival and the Kodak Award at the Messina Film Festival. His third feature film, *Estate Romana (Roman Summer, 2000)*, was also shown at the Venice Film Festival. In 2002, with *The Embalmer (L'Imbalsamatore)*, he participated in the Quinzaine des Réalisateurs of the 55th Cannes Film Festival. The film won the David di Donatello for Best Screenplay and Best Supporting Actor, the Silver Ribbon and the Golden Ciak for Best Editing, the Fellini Prize for Best Producer, Best Production Design, Best Photography, Best Screenplay and Best Distribution, and the Special Jury Prize at the Pasolini Awards. In 2004 his film *Primo Amore (First Love)* won the Silver Bear for Best Score at the 54th Berlinale. The film also won the David di Donatello and the Nastro d'Argento for Best Score. In 2008 he was for the first time in competition at the Cannes Film Festival with *Gomorrah*, which won the Grand Jury Prize. The film also won five European Film Awards (Best Film, Best Director, Best Actor, Best Screenplay, Best Cinematography), seven David di Donatello, two Silver Ribbons, the Silver Hugo for Best Screenplay at the Chicago Film Festival and received the nomination for Best Foreign Film at the Golden Globe, BAFTA and Césars. Also in 2008, he produced *Pranzo di Ferragosto (Mid-August Lunch)* by Gianni Di Gregorio, which won the Best First Feature Award at the Venice Film Festival. In 2012, 2015 and 2018 he returned to Cannes competition, respectively with *Reality* (for a second Grand Jury Prize, as well as three David di Donatello and three Nastri d'Argento), *Tale of Tales*, winner of 7 David di Donatello, and *Dogman* (prize for the Best Actor to Marcello Fonte)

ABOUT LORENZO RICHELMI

Lorenzo Richelmy was born in Liguria in 1990 before his family moved to Rome in 1994. His first experience as an actor was when he was 8 years old, in a theatrical performance. In 2002 his career launches when he played Elena Sofia Ricci and Rocco Papaleo's son in "*il pranzo della domenica*" directed by the Vanzina brothers. In 2007 Lorenzo starts to perform in tv shows, including "*I liceali*" directed by Lucio Pellegrini aired by one of the biggest Italian tv channels Canale 5. Lorenzo received a Prize from the Italian Tourist Department for Best upcoming personality in 2008.

After wrapping up "*I liceali*" Lorenzo attends CSC (the most important drama school in Italy) as the youngest student to ever be admitted. In 2010 along with a group of filmmakers who attended the London film academy, he shoots his first film "*Fat cat*", a dark comedy which grants Lorenzo a nomination as best leading actor at the International Film Festival of Bruxelles and at three other film festivals in California. 2012 is a very busy year for Lorenzo where he shoots Italian and international tv shows at the same time, joining the cast of *The Borgias*. He got to be part of the cast of "*Terra e vento*" directed by Sebastian Maulucci as leading role and also becomes the protagonist of a movie produced by Centro Sperimentale di Cinematografia (CSC) "*Terzo tempo*" directed by Enrico M. Artale and distributed by Filmauro. This movie goes to Venice 70 – section Orizzonti- where it gained large success thanks to Lorenzo's performance in the tough role of Samuel. During the Venice Film Festival Lorenzo receives a special mention for the Kineo Young Actors Award. Later on, the International Maremetraggio Film Festival in Trieste awards him with the Young Talent accreditation for its XV edition. In 2014 Lorenzo plays the lead role in the new Carlo Verdone's comedy "*Sotto una buona stella*" along with Paola Cortellesi, Carlo Verdone and Tea Falco; the movie is a big box office success. Lorenzo is then cast in the leading role of *Marco Polo*, the Netflix following a great series of castings around the world. Season 1 of *Marco Polo* is a huge worldwide success and Lorenzo is then cast to shoot the second season in Malaysia in 2015. As soon as he wraps up this important



international chapter, Lorenzo goes back to Italy and shoots several important feature films such as: Rainbow: a private affair directed by Taviani brothers (presented at the Toronto Festival 2017), La ragazza nella nebbia directed by Donato Carrisi both presented at the Rome Film Festival 2017 and Marco Ponti's Una vita spericolata, also the feature film Ride along with an all-international cast. Currently Lorenzo is filming another international Netflix series Sanctuary and has just completed the shooting of Dormiremo da vecchi directed of Fabio Resinaro and the documentary Klimt and Schiele Eros and Psyche that will be screened this fall.