



Campari Tales

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Campari Tales. twelve fairytales, one enchanted story

The 2008 Campari Calendar is born

Starring: Eva Mendes
Photographed By: Marino Parisotto

Milan, November 6th 2007 – Campari's story continues through the pages of the **2008 edition of the Campari Calendar**: the style changes and becomes pure fantasy and fairy tales take life as never before. **Campari Tales**, the concept for the year 2008, is an **adult, glamorous and glossy story book** where **Eva Mendes'** alluring sensuality is the absolute protagonist and her enchanting beauty is captured by **Marino Parisotto's** lens.

Now in its **9th edition**, the Campari Calendar seduces with its fantastical imagery immersed in unreal dreamscapes and rich in dramatic narrative power. The fairy tale becomes a metaphor that strikes the imagination and infuses it with beauty and modern relevancy.

The reconstruction of the myth and the search for hidden meanings has made the fairytale into a mirror of the evolution of humanity where women often play the leading roles and their fragility is transformed into strength, sometimes superhuman in its power.

In the Calendar, Eva Mendes' intense Latin beauty and Campari's unique red passion become the stars of an adventure that enthralls the viewer and absorbs him or her in a magical world of happy endings.

Thirteen shots, a splendid cover and 12 fairytales, that live and flourish in the surreal atmospheres created by Marino Parisotto's enchanted lens. Marino's unique vision and shooting techniques make him stand out in the international scene and he has been defined by **Photo France as one of the top ten photographers in the world**. Marino has succeeded in charging the beaches of the set in Rosignano (Leghorn, Italy) with a fresh and resonant energy that is the perfect interpretation of the violently stormy and blindingly sunny days that played out during the shoot.

Eva Mendes stars in the 12 fairytales with distinctive flair in every photograph; aggressively and breathtakingly beautiful in the **Little Match Girl**, statuesque as **Little Red Riding Hood** taming her wolf; imperious mistress of an adoring and enslaved **Pinocchio**, and **modern Cinderella** sharing a toast with her prince past midnight.

*"Eva has been the perfect choice", says **Bob Kunze-Concewitz, Gruppo Campari CEO**, "she is an international star with great flair and has interpreted the Campari Tales with passion and sublime grace."*

Eva Mendes, American born of Cuban descent, famous for her action movies – from her debut role in *Once Upon a Time in Mexico* to *HITCH*, *Ghost Rider* and *We Own The Night* – plays with Parisotto's lens with intriguing and conniving glances, charging the Campari fairytales with audacious sensuality.

"The Campari Calendar has been a truly unique experience," says Eva Mendes. "I had never posed for a calendar before and I was thrilled that Campari has given me the opportunity to interpret these wonderful stories... who wouldn't want to live a fairytale even if for a short while?"

The Campari Tales feature beasts and princes alongside the princess, but Eva's co-star is unmistakably Campari. With its bold red strokes Campari emboldens the heroine and it becomes the red line that unifies and defines the Calendar as it has done so for the past eight years in previous editions.

The background of the pictures is characterized by Marino Parisotto's sumptuous skies that remind us of those by great artists of the Romantic period. The stormy clouds and wind swept seas take the Tales to a savage and primordial dimension that sets the mood for fairytales to play out. The pictures look like frescos from another place and time, and through Parisotto's camera they become fantasy, losing their connection with reality and becoming something ethereal and enchanted.

"Fairies and witches have always been female protagonists in a man's world, and they are also the first with whom a man must contend during his infancy." Says Marino Parisotto. "I feel privileged that I have had the opportunity to give shape to this celebration of women."

The 2008 Campari Tales Calendar is printed in limited edition 9.999 copies and distributed internationally.

The Campari Tales concept was developed by the Campari team together with Paris based agency **Callegari Berville Grey**.

The Calendar launch will take place in Milan on the 6th of November at the Superstudio Più, **and in Miami** on the 8th of December at the Art Basel.

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 US, Germany and Switzerland. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment stand out internationally renowned brands, such as Campari, SKYY Vodka and Cynar together with leading local brands, such as Aperol, Cabo Wabo, CampariSoda, Glen Grant, Ouzo 12, Zedda Piras, X-Rated and the Brazilian brands Dreher, Old Eight, Drury's. In the wine segment together with Cinzano, known world-wide, are Liebfraumilch, Mondoro, Riccadonna, Sella & Mosca and Teruzzi & Puthod all respected wines in their category. In the soft drinks segment are Crodino, Lemonsoda and its respective line extension dominating the Italian market. The Group has over 1,500 employees. The shares of the parent company, Davide Campari-Milano, are listed on the Italian Stock Exchange.

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Twelve Dresses for a Year of Fabulous Fairytales

If it's true that certain fairytales and popular legends have universal scope and meaning that goes beyond times and trends, it is also true that to hold universal appeal they must keep up with the times.

It is necessary to re-interpret even the most traditional stories to find ourselves once again discovering a tale that we already know, and to begin to dream once more. And what better way to do this than by renovating our heroine's wardrobe in an adult game of dress up that takes us back to our childhood.

In **Campari Tales**, the **2008 edition of the Campari Calendar**, we live a dream, one that is tinged in the most modern sense of fashion.

Cover

The calendar opens with a stunning Eva Mendes interpreting herself in the magical introduction to the world of fairytales that follows. Glowing in her **Max Chaoul** gown she beckons the viewer with a mysterious smile and a Campari red martini glass. What will you discover in this book of fairytales?

January - Little Red Riding Hood

Little Red Riding Hood, for example, is all grown up and flirts with seduction. Now she is a young, confident woman that wears a **Max Chaoul** cocktail gown with grace and confidence. She challenges viewers with a smouldering glance, fearless, in her lace decorated golden corset, wide tulle skirt and the hallmark red cape (stylist's own). On her foot a gem adorned sandal by **Roberto Cavalli**.

February - Thumbelina

Day or night, summer or winter, no heel will ever be too much for our heroine. As a modern Thumbelina she makes headway through the metropolitan jungle not with the seven-league stride boots stolen from the bad Orc but with precious red satin stilettos. Confident in her stride and her look and knowing that mixing it up opens the road to success, she adds costume accessories like a silver clutch bag and stole found at the *marchè aux puces* (flea market) in Paris. (stylist's own dress)

March - The Little Mermaid

From the ocean The Little Mermaid rides on a breeze of sensuality; a haughty temptress that revels in the uniqueness of her tail and allure, she sits on the rocks in an iridescent bustier tailored especially by the stylist. Her skin, sunny and coppery, is made even more luminous with a touch of natural make-up, that makes her glow with beauty.

April – Snow White

Away with the ballerina slippers, Snow White blossoms in a stylish, young woman. To celebrate, she has stolen a **Roberto Cavalli** plissé dress in chiffon from the Milanese cat walks. A touch of vintage in the close-fitting bodice, and an ample skirt don't impede her breakthrough run through the forest. No doubts on the colour: white.

May - Puss in Boots

Perfect manicure aside, this Puss in Boots does not engage in physical combat, cat fights or otherwise. Cunning and smart she leverages her natural charm, drawing her enemies into her trap. Without so much as creasing her outfit: a white mini dress in chiffon by **Max Chaoul**.

June - Cinderella

Cinderella wants nothing to do with being home by midnight. Leaving petticoats and hair bands to her fairy godmother she reveals herself in her full sensuality, wrapped in golden sequined dress with train by **Elie Saab**. Beautiful and passionate, we love her even more for choosing a plexiglas slipper to descend the staircase which doubles as a *très chic* cocktail glass. She might miss her curfew, but still she lounges with her prince on the stairs, slipper to her lips.

July - Aladdin

Immersed in scents of amber and spices, tanned skin and delicate rose-tinged make up this *Aladdina* drapes herself in a do it yourself gold-decorated silk fuchsia sari. No wonder the genie obeys her every command, the measly three wishes of her past incarnations long forgotten.

August - Alice in Wonderland

In wonderland Alice becomes audacious and uninhibited. Far away from the eyes of the Queen of Hearts, Alice plays star with a trio of card knights; gone are the immaculate apron, stockings and varnished ballerinas replaced by a dress worthy of *prima donna* of the highest order. The choice falls on a **Roberto Cavalli** jersey evening dress adorned in silver pearls. Perfect outfit to discover the marvels of sensuality and passion...

September - Beauty and the Beast

For a romantic rendezvous with her Beast, the Beauty forgoes the usual ball gown. She chooses instead the luminous qualities of a beige satin **Alberta Ferretti** dress embroidered with strass and sporting a dangerously low V cut on her back.

October - Pinocchio

Our heroine, a woman of class and sophistication, sometimes plays at scandalizing the bourgeoisie. With perfect aplomb, like a diva from Hollywood's golden years she puppeteers her Pinocchio while draped in a dress of red carpet allure. White jersey, with a silver-sequined decorated bodice by **Roberto Cavalli**.

November - The Little Match Girl

The Little Match Girl wins over the fears of a chance encounter in the dark with the weapons of seduction: mischievous look and deep red lips framed by the precious neckline of the **Alberta Ferretti** beige satin dress with decorated with strass. This is one Little Match Girl that won't need to sell many matches tonight.

December - Sleeping Beauty

We're late and Sleeping Beauty receives us in her bed already awake. Radiant after the first night of her marriage – sure, they met yesterday but she is not one to waste any time – it is all so perfect that for a moment reality and dream blend into one. On the bed a wedding dress by **Max Chaoul** with a bodice decorated in chiffon ribbons and a many layered tulle skirt.

Campari mixes itself to essences, crystals, sequins and fabrics that have the objective of intriguing the observer and creating a frame for the utterly unique red spirit. Its unmistakable red hue is the perfect partner for our heroine's elegant sensuality and accompanies us in a dream that lasts for 12 months.

We thank for the collaboration: Jean François Pinto, stylist for Campari Tales, as well as Roberto Cavalli, Alberta Ferretti, Elie Saab and Max Chaoul.

Please Note: Where no fashion house is mentioned, apparel and accessories have been created by the stylist.

Eva Mendes Interview

Milano, November, 2007

Why did you accept to make the 2008 edition of the Campari Calendar? / Have you ever posed for a Calendar? If yes: which one? If not: why?

I have never posed for a calendar before. I have always felt that you have to believe in any brand that you are working with and endorsing. I've never been interested in shooting a calendar, and am happy to say that this is my first.

How do you feel working with Marino Parisotto? Have you worked with him before?

This is the very first time I've worked with Marino Parisotto. I liked working with him because he challenged me. He didn't let me just pose as a model, but challenged me to tell a story with the photographs.

Do you like the Campari Tales concept?

I was excited about the concept of the 2008 edition of the Campari Tales. I grew up with my mother telling me fairy tales. She used to read Sleeping Beauty to me, which actually was my nickname, because I can sleep like nobody else. My mother had a very hard time waking me up in the morning to make me go to school and would say "Sleeping Beauty get up!!!" I think that fairy tales are actually more for adults than for children sometimes. And Campari Tales is the adult way of telling these stories in a playful way, capturing the spirit of innocence but for those who are of age, of course!

Which picture do you prefer? Why?

I love the cover of the calendar. It captures the sense of magic we were going for.

In which picture you felt like is the true Eva coming out from it?

The beautiful thing about these images is that I was able to play all of these fantastic characters, it was more like an acting job than just posing for photos as my self.

Has anything funny / special happened in these 5 shooting days? Can you tell us about it?

I had a lot of fun during the photo shoot, when we shot Little Red Riding Hood, I had to work with a real wolf, and I can tell you he was very passionate, too, as you can tell by the pictures! Throughout the whole shoot, I kept saying my favourite Italian favourite "tranquillo, tranquillo"...to the wolf to keep him calm, but we had a very nice time. The second funny moment happened when we shot Snow White: my Prince Charming and I fell off our horse, but nobody was hurt and we just laughed a lot as, we did many times during the 5 day shoot.

Do you like the clothes you are wearing in the 12 months?

Costumes are always very important to me when I'm creating a character, whether it's for film or photographs. The wardrobe for the shoot was beautiful.

Which is your favourite one and why?

The one I wore for Little Red Riding Hood. I can't wear red all the time, you have to feel very bold, very passionate and I felt like that during the shoot. It was really amazing.

Do you read sometimes tales or stories?

I enjoy reading to my nieces and nephews.

Which kind of book do you prefer?

I still love the fairy tales my mother read to me as a girl.

What are your hobbies?

I love to read.

You always look great, even on tabloids! What is the secret to your radiant beauty? Any tips to our readers?

Take care of yourself, get plenty of rest and drink lots of water.

You are working hard at the moment, what are your plans for the next future?

My next film is "We own the night" with Joaquin Phoenix and Mark Wahlberg, which I'm very proud of. I've recently completed the remake of the classic "The Women" and am now filming "The Spirit," for Frank Miller, who created "sin city" and "the 300"

At the beginning of your career you played roles in several videoclips, which kind of music do you love the most?

I like all kinds of music.

Do you think this love comes from your latin-american origin?

Of course, my Cuban blood is very much a part of who I am.

How important is in your life and career your family origin?

It's who I am. In acting, you can play other characters, but you are always the person you are in your heart.

How do you imagine your future life? Which are your wishes?

I just want to keep working and loving life. I'm very fortunate and I am grateful for every opportunity I have.

There's been rumours in this last period about a possible pregnancy: how important is for you to have your own family and children?

The tabloids love to make up stories, but I am not pregnant.

Where do you prefer to go on holiday?

I love Italy, it is one of my most favourite places on earth.

Do you drink Campari?

Sure! I couldn't have posed for Campari otherwise!

When was your first time you drank Campari?

The first time I drank Campari I was about 22 and I was at a party with some friends and I didn't know what to drink. At the time I didn't like beer or wine, and then a friend of mine told me: I know what you'll like! And he brought me a Campari orange: that began my love affair with Campari!

Which is your favourite cocktail/drink?

My favourite drink is Campari with grapefruit juice or Campari and blood orange juice, and you can easily prepare it at home and it's delicious!

Marino Parisotto Interview

Milano, November 2007

How was Marino Parisotto, the photographer, born? How did the passion start?

A journalist once asked "How did you become a photographer having studied economics?" There seems to be a dichotomy between so called "serious" studies and photography, but I don't see it. I became a photographer in the continual research of beauty, trying to satisfy that desire for beauty that I had within me. I believe there has been an enormous search in my life for the good and the beautiful, which are inseparable because one cannot exist without the other. In fact it is quite tragic when they do happen to exist independently.

What is your trademark? Your style? What is the one thing people immediately recognize as "that must be Marino's work!"?

Some times half jokingly someone will say "this is very Parisotto!" And what does that mean? Well it means I do have some gestures, or signs that make my work extremely recognizable. My models are always scared, crying or laughing. They are being chased by someone or are themselves chasing something, they are always in motion and about to enter a different situation. And the reader is always trying to understand what happened before and what is about to happen.

Why did you accept to work on the 2008 edition of the Campari Calendar?

Truth be told as a full blooded Venetian I am extremely curious. I have always been very intrigued by everything that is Campari. And truly, Campari has given me a great gift, to work with an amazing actress like Eva and with a fantastic team. It was a bit like bringing a child to a toy store on the 23rd of December, and giving him all the toys: I love working with people that are happy and smiling and positive. And the shoot was all that and more. Today it is something very rare.

You are well used to working with big stars and models, how was it working with Eva?

She's gorgeous and talented and we had a wonderfully simple relationship. She's not a star that "stars around" so to speak, she's a very real and practical person that does what's necessary to get the job done. No attitudes at all.

What was the hardest shot?

The first one we did, The Little Mermaid. We had been at it for hours with gale force winds ripping about this beautiful rocky coast and were really frustrated as we couldn't get anything done. Then at the very end, with the last light of the afternoon, everything calmed down and the most magical light appeared. In the end we shot it in under 10 minutes, it was truly magic.

Finally, what is Red Passion to you?

Passion is and must always be, Red. Red Passion is a way of life, of always taking things emotionally and with energy, it means to see life as a colour palette of rich hues, and not a greying and tired slab.

[To read the full interview please go to page 28 of Campari International Magazine, Issue 20].

EVA MENDES

BIOGRAPHY

Eva Mendes captured the attention of moviegoers in a small, but pivotal role in the critically acclaimed film, "Training Day." Since then, she has proved she is adept in both comedic and dramatic roles. In a very short time, she has had the fortunate and unique opportunity to work with such esteemed directors as Carl Franklin, Robert Rodriguez, Antoine Fuqua, the Farrelly Bros. and John Singleton, therefore earning the reputation as a serious actress who is committed to her craft. Eva starred opposite Will Smith and Kevin James in the Columbia Pictures hit, "Hitch." Directed by Andy Tennant ("Sweet Home Alabama"), the romantic comedy tells the story of a professional matchmaker who is threatened by a female journalist who plans on exposing his dishonest methods.

Mendes co-starred in "Trust the Man," opposite Julianne Moore, Maggie Gyllenhaal and Billy Crudup, directed by Bart Freundlich. She starred opposite Nicolas Cage in Sony Pictures' highly-anticipated supernatural action-adventure, "Ghost Rider," based on the Marvel Comic, which broke box office records around the world in it's opening weekend, grossing well over \$200 million worldwide to date. She co-stars in the upcoming "We Own the Night," opposite Joaquin Phoenix, Mark Wahlberg and Robert Duval. She has also completed the independent feature, "LIVE!," in which she stars and which marks her debut as an executive producer. She recently appeared in "The Wendell Baker Story" with Luke Wilson and has also completed filming "Cleaner" for director Renny Harlin with Ed Harris and Samuel L. Jackson. She recently wrapped the highly-anticipated all-star remake of "The Women," for director/writer/producer Diane English, with Meg Ryan, Annette Bening, Debra Messing and Jada Pinkett-Smith. She is currently filming the fantasy thriller, "The Spirit," opposite Samuel L. Jackson and Gabriel Macht, directed by "Sin City" and "300" creator Frank Miller.

Mendes' first serious role came when she was cast as Denzel Washington's girlfriend in the box office success, "Training Day," for director Antoine Fuqua. Her portrayal led to the celebrated director, Carl Franklin, hiring Mendes for the MGM feature "Out of Time," once more starring opposite Denzel Washington. In the same year, Mendes appeared in Robert Rodriguez's film, "Once Upon A Time in Mexico" opposite Johnny Depp.

Mendes has also starred in the action blockbuster "2 Fast 2 Furious", the comedy feature film, "All About the Benjamins" opposite Ice Cube, and the Farrelly Bros. comedy, "Stuck on You" opposite Matt Damon and Greg Kinnear.

Mendes is also an international spokesperson for Revlon Cosmetics. Mendes currently appears in the company of other world-class beauties including Halle Berry, Cindy Crawford and Julianne Moore in Revlon's print and television advertising campaigns. She is also an active participant and ardent supporter in Revlon's commitment in the fight against breast cancer.

Mendes, who is Cuban-American, was born in Miami and raised in Los Angeles. She began acting in college and went on to study with the respected acting coach Ivana Chubbuck and soon thereafter, made her dreams of becoming a working actress a reality.

MARINO PARISOTTO

BIOGRAPHY

Photo France, the prestigious photographic magazine, places him among the 10 best photographers in the world.

Marino Parisotto Vay, Italian, born in Canada, today lives between Milan, Paris and New York. After his economics studies, his high aesthetical sensibility and his love for arts lead him to explore, at an early age, the world of fashion photography. An ascending career, all the way from the beginning, in less than 10 years Marino Parisotto has placed himself as fashion photographer realizing advertising campaigns of strong impact.

Romantic and visionary, Marino Parisotto's style trusts in the oldest of weapons: beauty in all its forms. Thanks to the strength and the symbolism of the messages the images of Parisotto get their wings to make communication fly. Finally, imagination breaks free, after overcoming the cold and poor picture of reality. Imagination that being accomplice of our dreams, makes up a new way to "create" photography in fashion. The message, absorbing and passionate, is seduction.

CAMPARI CALENDARS
2008 - 2000

2008

Photographer
Marino Parisotto
Star
Eva Mendes

2007

Photographer
Mario Testino
Star
Salma Hayek

2006

Photographer
Giovanni Gastel
Star
Martina Colombari

2005

Photographer
Giovanni Gastel
Star
Elena Rosenkova

2004

Photographer
Pierpaolo Ferrari
Star
Carolina Bittencourt

2003

Photographer
Stefano Gilera
Star
Magda Gomes

2002

Photographer
Adrian Hamilton
Stars

Magda Gomes:

May - July – August - September - November - December

Marika Svensson:

January - February - March – April - June – October

2001

Photographer
Andrea Varani
Star
Ralitza Baleva

2000

Photographer
Adrian Hamilton