



Galleria Campari and the Art of Drinking

Campari celebrates the opening of the second floor of the Campari Gallery, devoted entirely to the history and evolution of the red aperitif

Sesto San Giovanni, Gruppo Campari Headquarters, 13th September 2011 – Just over a year after its opening, the Galleria Campari is celebrating the opening of the second floor of the Gallery, a new area devoted to the Art of Drinking and a journey through the world of Campari shapes and colours.

The second floor of the Gallery takes the visitor on a trip through an area that has been dedicated to the history of the product, laid out as a series of wonderland rooms from which he is bound to exit amazed and amused. The Campari story is told in a journey through five rooms, where the visitor can lose himself in time and space in the Campari world, as he passes typical objects from the bar world, such as cocktail shakers, glasses, menus, ashtrays, serving trays and bottles as well as original clocks from the 60s and 70s. The exhibits do not follow any strict chronological order and just like Alice in Wonderland, the visitor to 'Campari land', will be free to wander about, and he too should expect to lose all sense of time and space.

"The first floor of Galleria Campari celebrates the artistic heritage that makes the Campari brand image so unique" comments **Bob Kunze-Concewitz**, CEO, Gruppo Campari. "With the second floor we wanted to honour the aperitif *par excellence*, paying particular attention to the product in its myriad of forms. In this way the visitor can live out an absolute *Campari experience* that continually evolves and renews itself with each new encounter, just as Campari itself does at every cocktail hour".

On the second floor, the product once again becomes real, visible and touchable, starting from the 4,000+ drops of Campari that hang from the ceiling in the first room, the **Introduction**. The **Bar** room plunges visitors into a day in the life of a Campari barman, offering a collection of instruments and objects that belong to the Campari bar environment. To emphasize that drinking Campari is not only art, but also a game, the **Vintage** room contains a castle made of gigantic Modiano cards, a gadget that no self-respecting barman would have been without back in the 1950s, and maxi showcases containing the Campari *Preziosi* publications. The **Gadget** room displays the advertising signs that have made the brand the household name it is today, thanks to their use of everyday language. In the last room (**Design**), the visitor can view the interviews held with the many designers who have celebrated and interpreted the brand over the years. And the itinerary comes to an end just as it began: the history of Campari is symbolised by a charming trolley containing 60 of the many different bottles that have hosted the red aperitif, from the end of the 1800s right up until the present day.



Galleria Campari was opened on 18 March 2010 to mark the brand's 150th anniversary. For the occasion, Campari decided to present its consumers with an artistic itinerary that would resemble no other, in which the point where art meets communication would not only occupy a space in the visitor's memory, but more than that, a place in today's world: a creative, exciting place full of vitality.

The first floor of the Gallery is divided into three large themed areas dedicated to communication, art and production, which offer visitors an interactive multimedia experience that is bursting with virtual elements. Here they can find a selection of Campari's advertising campaigns, such as the famous advert by Federico Fellini, the carousels that took us from 1954 all the way to 1977 and videos of the Campari Calendars published from 2000 to 2011. The exhibition also features a series of works on paper, displayed in the central part of the Gallery. Some of the more interesting authors featured include Ugo Mochi, Marcello Dudovich, Primo Sinopico and Leonetto Cappiello.

Galleria Campari stands tall in the space that was once home to the Art Nouveau building dating back to 1904, in viale Gramsci, Sesto San Giovanni. The building was built back then as the first industrial production facility set up by Davide Campari, son of the brand's father Gaspare. It was renovated by the architect Mario Botta, who showed great skill in incorporating the original structure into a new building of unquestionable architectural and urban worth. The new building has hosted the Headquarters of Gruppo Campari since April 2009.

Galleria Campari has its origins in a project created in collaboration with *AP Consulting* that was supervised by Armando Peres, the project director. Marina Mojana was appointed to take care of the artistic direction and was assisted by architects Paolo Maria Fumagalli and Fabrizio Confalonieri from the Cree studio, who developed and supervised the layout, and Cogitanz, the company responsible for the *interaction design* project.

Since opening to the public, the building has welcomed around 10,000 visitors, including more than 1,000 from overseas, and has played host to five temporary exhibitions, including "Depero con Campari", an exhibition dedicated to one of the most prolific artists to have worked with Campari.

Galleria Campari is open to the public on Tuesdays, Thursdays, Fridays and the first Saturday of every month from 10 am to 1 pm and from 2 pm to 6.30 pm. Guests can also pay a visit to the *Gift&Book Shop* where they can purchase artistic images and Campari memorabilia. Further information on opening hours and booking guided tours can be found on the website www.campari.com.

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Notes for the editor

For further information on the Campari brand, please visit the section Brand History in Gruppo Campari's website: www.camparigroup.com/it/press_media/history_communication/campari_html.jsp

High resolution historical images of Campari are available at the following link:

www.camparigroup.com/it/press_media/image_gallery/campari_sezione_download.jsp

**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 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, Carolans, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, Camparisoda, Cynar, Frangelico, Glen Grant, Ouzo 12, X-Rated Fusion Liqueur, 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 2,200 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

Press contacts

http://www.camparigroup.com/it/press_media/press_contacts/contatti_stampa.jsp