



IT'S THE END OF THE WORLD, BABY!

THE CAMPARI CALENDAR 2012 MAKES A TOAST TO LIFE

Milan, Italy - 27th October 2011 - The **2012 [Campari](#) Calendar**, now in its 13th edition, was unveiled in Milan, Italy, today.

Entitled ***It's the end of the world, baby!***, this year's Campari Calendar takes its inspiration from the buzz around the prediction that, according to the ancient Mayan culture, the world as we know will end on 21st December 2012 and enter a transformative period. Campari's answer to this 'gloomy' imaginary is to react, in an energetic and positive way, without compromises, in countertendency with the main stream. Therefore, with nothing but a blur of unknown possibilities, Campari takes a positive look at intriguing theories, and presents them visually in a series of powerful, awe inspiring photos starring Hollywood actress and supermodel, [Milla Jovovich](#).

Set to take the audience on a stunning visual voyage, the calendar showcases Campari's latest female protagonist in vivid shots, as she enacts hypothetical scenes about the end of the world. With scenarios inspired from modern cinematography, mythological and biblical origins, the calendar explores remarkable events from dramatic *Desertification* and *Hurricanes* to *Alien Invasion* and *Meteorite*. Posing in magnificent couture, Jovovich successfully captivates viewers as she exudes a determined attitude, evoking power and control upon the unknown, and makes a toast to life with her co star, Campari.

Campari takes this opportunity to celebrate life creatively with optimism and energy, encouraging people the world over to join them in creating passionate, memorable moments to remember, by raising a glass together.

Milla Jovovich comments on her experience: *"As a model and an actress, this was an exciting new challenge for me, combining the skills to bring to life each of the hypothetical events in a theatrical, yet sophisticated way. What attracted me most to the project was the powerful inspiration behind it, as well as the positive approach of celebrating life with a special toast, with friends and family."*

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One of the most interesting protagonists in international photography, **Dimitri Daniloff**, shot the calendar for its 13th edition. A natural choice for shooting a truly mystical story, the Parisian born photographer perfectly captures each scenario, as he sought to shape each shot piece by piece on camera, converting them into reality. A complex and long process, the vibrant production was completed by special effects, adding the final touch to bring alive each hypothesis.

Daniloff talks about his involvement. *"I relish the opportunity to work with raw ideas like this, so when Campari briefed me on the inspiration, featuring a world of fantasy, it was the perfect project for me. I wanted to interpret each scenario in the most positive light, and I really sought to recreate the events in a surreal and very choreographic way. The dresses, the styling and the set were a huge part of the real scenography, and other times it was just an elaborate hairstyle and accurate make up but, most importantly, it was Milla that was the star of the shoot, exuding ultimate glamour."*

Milla Jovovich marks a return to female stars for the Campari Calendar, following last year's first male protagonist, Benicio Del Toro. She will now follow in the footsteps of some of the world's most stunning women who have adorned the pages of previous Campari Calendars, including Salma Hayek, Eva Mendes, and Jessica Alba.

Bob Kunze-Concewitz, CEO of Gruppo Campari, also comments: *"This year we've really pushed the creative boundaries as we've chosen to take a real imaginative look at the possibilities to come, in what is hyped as a transformative period. It is our mission as an aperitif to offer Campari lovers an intense, positive moment during this time, to celebrate whatever may happen and make a toast to life. With Milla's mysterious, intriguing style, she was a perfect choice as the interpreter of this concept. Additionally, there was no one better than Dimitri to bring to life the mystery and fantasy that inspire the images."*

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 concept of *It's the end of the world, baby!* was created by **Euros RSCG Milano**. Working alongside side Dimitri Daniloff on the project was creative directors Eric Loi and Dario Villa, led by

CAMPARI2012

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executive creative director Giovanni Porro. The executive production was executed by **SeaSun Production**.

For more information go to:

www.campari.com

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

www.camparigroup.com

-ENDS-

Notes to editors:

For further information on Campari Calendar history and previous edition visit:

http://www.camparigroup.com/en/press_media/calendar/calendar.jsp

FTP for media:

fpeu.mycampari.com

Login: CCalendar2012M

Pwd: M20c12c

Campari Calendar press material:

- Press kit
- Campari Calendar's images
- BTS images
- 3 minute BTS video
- Video interviews
- Press Conference images (Oct. 28th)
- Red Carpet images (Oct.28th)
- Event images (Oct. 28th)

For more information please contact:

http://www.camparigroup.com/en/press_media/press_contacts/press_contacts.jsp

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 classic. The 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 distinct colour, aroma

CAMPARI2012

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and flavour, Campari has always been a symbol of passion - passion that expresses itself in terms of seduction and sensuality. These are the values that have made the Campari brand famous throughout the world as an icon of Italian style and excellence.

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 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

Milla Jovovich: Biography

Milla Jovovich has successfully established herself as a highly regarded, international model and actress. Jovovich has transitioned effortlessly to a full time actress, starring in over two dozen films. At the age of eleven, Jovovich was spotted by photographer Richard Avedon, who featured her in Revlon's "Most Unforgettable Women in the World" advertisements. Since then Milla has appeared in hundreds of magazines and on dozens of covers. In 1994, Milla released her critically acclaimed folk album, The Divine Comedy. Inspired by a love of "elves and magic trees," Milla wrote the lyrics at 15 and recorded the album when she was just 16. She has just wrapped production on "The Three Musketeers 3D" where she will portray "Milady de Winter." She appears alongside an international cast that includes Christoph Waltz, Matthew Macfadyen, Mads Mikkelsen and Juno Temple. Summit Entertainment will release this film on October 14, 2011.

Dimitri Daniloff: Biography

Born in 1970, Dimitri Daniloff discovered his love for photography by chance while studying for a science degree when a friend gave him a camera as a gift. "To me, it was a revelation," Daniloff remembers fondly, and it took him just one day of experimenting with the camera to discover his great passion for photography. He immediately quit his studies and started training in photography. On completion of his apprenticeship he started work as a photographer's assistant, with the role seeing him travelling throughout Europe and the United States, before becoming an independent photographer in 1998.

Dimitri is obsessed with living in the now and pre-empting the future and his "Cubism" series demonstrates this futuristic approach, aiming to exceed the limits of the image, to reinvent and to push the boundaries. His creativity involves erudite distortions and manipulations which have allowed him to build notoriety in the contemporary photographic world.

CAMPARI2012

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Daniloff has adapted this digital aesthetic to foster a renewal in advertising photography which he believes has been in crisis since the beginning of the 21st century. He is constantly working to find another subterfuge to dazzle people with.

The Frenchman won a Gold Lion in Cannes 2003 with a Playstation campaign and was exhibited by the Museum of Les Arts Décoratifs, Le Louvre, Paris representing the new generation of photographers.