

CAMPARITIVO
IN TRIENNALE



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It's time for the *Camparitivo in Triennale*

Camparisoda and the Triennale of Milan are launching the perfect bar for an aperitif!

Tuesday 13th April 2010 – The *Camparitivo in Triennale*, the perfect bar for an aperitif, designed by the architect Matteo Ragni, was launched today at the Triennale of Milan.

The location, deep inside Parco Sempione, is where the soul of Camparisoda comes to life. Ragni has managed to adapt the iconic heritage of Fortunato Depero, creator of the small bottle as well as the first advertising posters for the single dose drink, by re-launching it in a place which symbolises design and architecture, i.e. the Triennale of Milan.

Camparitivo in Triennale will remain open for the whole summer and will liven up aperitifs in the town centre until October. Aperitifs with design themes, musical evenings and much more is planned during these months.

Camparitivo in Triennale is a project where design and architecture merge to create a harmonious and welcoming location. A place to meet, exchange ideas and give opinions on how to drink the perfect Italian aperitif.

When coming up with ideas for the location Matteo Ragni looked ahead to the future and imagined Camparisoda's next 150 years (with an ironic play of words on 150 as Campari will actually be celebrating this milestone this year). **Futuro Meraviglioso** was created by looking into the future of the brand.

You only need to enter *Camparitivo in Triennale* to find out about the most important features of Futuro Meraviglioso, as designed by Ragni for Camparisoda.

The first impact is a visual one. The *Camparitivo in Triennale* is a place of *reflections* and observations, as suggested by the use of shiny surfaces that cover the structure's columns. The mirror becomes a device for conveying worlds reflected endlessly one inside the other. It creates a "fluctuating" bar amidst the greenery and helps people to be in touch with everything around them: in the mirrors the Park's landscape and also the bar guests, passers-by and possibly the whole city. Endlessly, into the future.

When we come to order our aperitif we approach the counter and start our journey through the world that Fortunato Depero designed for Camparisoda and that Matteo Ragni then developed with a contemporary twist. Colours and shapes are dominant. The red colour of the product and the triangles, used by Fortunato Depero as the starting point for



the design of the small bottle and the illustrations of the advertising posters. Red is used for the counter and the walls as well as the tables and the lamps, broken up by the white of the chairs and the pearly colour of the only wall at the back.

After ordering a Camparisoda we sit down at a table. Matteo Ragni has designed furnishings and accessories that satisfy the need for functional and accessible items but which also embrace the brand's aesthetics, highlighting its strongly imaginative and evocative image. In this area furnishings live side by side in an orderly and harmonious manner. The *Camparina* chair was designed to be the perfect chair for a quick aperitif. Customers can sit comfortably and the bartenders will find it easier to stack the chairs and manoeuvre around them when serving at the tables. It is made by Plank and is, of course, red with a texture created especially for Camparisoda.

The round table was created by Danese and the central section has a groove where the waiter's tray can be inserted. The tray, in turn, has small grooves where the small bottles of Camparisoda can be placed. Once the tray is placed on the table in the space provided it can be turned round and will look like the diallers on the old Sip telephones.

Because those who love Camparisoda call out for Camparisoda.

The Camparisoda lamp is *Fortunata*. Matteo Ragni has designed a lamp which plays around with triangular shapes for the *Camparitivo in Triennale*: he turns them over, bends them and then joins them together. Created by Danese, *Fortunata* will light up the counter and tables of the perfect aperitif bar.

The Camparisoda world inside the Camparitivo in Triennale is a continual game of exchanges and reflections that is highlighted by the Evostone finishings of the counter and the Etruria tiles on the ceiling, consistently red and with a triangular theme that visually remind one of Depero's world.

From up above a Foscarini lamp, which dominates and illuminates, incorporates the red of Camparisoda, Fortunato Depero's triangles and evokes the imaginary concepts that Matteo Ragni wants to portray in its perfect spherical shape.

In order to continue our exploration of the Camparisoda universe and follow the path towards a **wonderful future**, Matteo Ragni has placed **ten doors** outside the bar: permanent telescopes underneath the portico of the Triennale of Milan scrutinise and reveal the values dear to us as human beings, in order to find future scenarios for the Depero icon. They are metaphors for doors that are waiting to be opened. In order to do this it is sufficient to look inside. Surrounded only by silence, discovering a different time and an unusual dimension, one can read, word for word, the signs of what tomorrow is going to offer. A future that may well be uncertain but that contains a taste of something wonderful.

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Wonderful Future

The greatest achievement of human intelligence is the ability to anticipate the future, formulate hypotheses and create scenarios, using the abstract to create that which still does not exist.

Imagination followed by design is the answer to human beings' need for progress and innovation. Innovation is the result of this analytical ability to study what already exists to satisfy the needs of human beings and improve things to help make daily life easier.

We think about the future in order to improve objects and life and consumer styles. In order to create even more suitable places and tools.

Camparisoda is the result of a brainwave by Davide Campari who, by looking at what his customers were drinking, Bitter Campari with Soda, decided to provide them with a ready mix. A perfectly dosed recipe, a pre-established quantity and the promotion of an icon. Camparisoda is the project created by Davide Campari which, thanks to Fortunato Depero, has taken shape and which Matteo Ragni is now projecting into the future.

Both the future and the project are in Camparisoda's fiery red DNA, which can also boast of having created the history of the Italian aperitif. That custom of meeting up before a meal, the willingness to communicate and chat.

Today an aperitif is the moment when we change the rhythm of our day. A break which changes our environment and for us means passing from one mental state to another, work commitments, relaxing in company.

We can read the true essence of Camparisoda in this change. We can therefore see that the cultural future of the brand starts from here.

Camparisoda is a very distinctive object. Now it is also a moment during our day. These two dimensions need a location. A place for the senses that represents the iconic and reflective identity of Camparisoda, even if it is light hearted and ironic, because it is linked to a project that is always in the now. It is also a space that is accessible, easy. A happy place.

Is it a bar? Yes, it's a Camparisoda bar.

By using this path to analyse the identity of Camparisoda, the project for a bar takes shape, *the Camparitivo in Triennale*. A place that offers an aperitif experience and offers food for thought on our world and the people who are willing to get involved.

The objects that live in the *Camparitivo in Triennale*, created by Matteo Ragni, are representing Fortunato Depero's icon in different guises.

The Triennale choice is the final phase in the project. *Camparitivo in Triennale* is also a place that inherently exudes good taste, projects, history, art and design. It's a place within a place. The design is represented by a product that was one of the first to make the most of its origins and is inside a place that best represents its history.

Camparitivo in Triennale is a project that rediscovers what already exists without intruding or shouting out: It's a project on tiptoe.



The ten doors

We need the right tools if we want to see into the future. It is only by correctly interpreting brand values and icons that future scenarios can be revealed. In addition to its distinguishing characteristics there is another unique aspect of Camparisoda. A dual soul, where one lives throughout Time thanks to a perfect shape and another lives with the times and understands how to adapt without betraying itself.

The *Camparitivo in Triennale* project ends, therefore, with 10 telescopes that will reveal the future by taking a journey through the times of Camparisoda as well as our own times.

The 10 Camparisoda telescopes are 10 doors, 10 roads, 10 pathways to the future and it's not important which path we choose first, the most important thing is to make your way, with your thoughts at least, towards a wonderful future.

1. The first door: is a hand that lights the fire, that creates a tool, that writes and that is holding on to another hand. It's the path of a human being who has found himself and becomes light again.
2. The second door is that of a woman that guards the seed that is being born, the hand that welcomes.
3. The third door is our planet, the cycle of life that regenerates itself.
4. The fourth door is our culture, which creates, guides us and illuminates.
5. The fifth door is technology, the endless opportunities to improve, the mathematical perfection of music.
6. The sixth door is that of food, good food for everybody, that nourishes and makes us grow.
7. The seventh door is hope. The wise man that speaks, the face of a teacher. The mother of everybody, the idea that man's faith unites, the silence of wisdom and reflection.
8. The eighth door is the water that nourishes, water as the source of life, the water that we drink, silent and pacifying.
9. The ninth door represents well-being. A smile, a prayer, the happiness of being, empty hands that still manage to give, full hands that let things flow.
10. The tenth door is that of time that returns, a solitary journey through time, the endless cycle of life. It seems to say goodbye but it is a return to light, the ultimate source of everything.

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Camparisoda, history of the product and the brand

Camparisoda, history of the product

The **Camparisoda** brand has been in existence since **1932**, when Davide Campari asked **Fortunato Depero** to create a **bottle** for the **first single-dose aperitif**. Camparisoda was created because of the need to meet the tastes of all those consumers in bars that drink Bitter Campari with a dash of soda. Just as designer objects are created for daily use and must fulfil the need to be simple and accessible, the Campari bottle was created to offer all its customers in Italy the chance to drink a faultless aperitif which would be the same everywhere. In this sense **Camparisoda is a designer icon in the truest sense**.

The novel concept of the packaging and its origins

The bottle has the shape of an **overturned chalice**. The idea for this bottle was down to **Fortunato Depero** who, thanks to this new product, had the opportunity to create **his most important work for the Milanese Company**.

The distinctive conical shape of Depero's work for Campari dates back to the middle of the 1920s. The artist drew a sketch of it in **1925**, "*Puppet drinking Campari Soda*" (see image). The Campari Soda in the title is of course the one prepared by bartenders and not the product that will reach the market seven years later. A puppet is sipping an aperitif from a bottle that seems to have the same characteristics as the Camparisoda bottle. In **1926** the sketch becomes a model made of wood and painted white, and in the same year a poster was created using a collage made of coloured paper. The following year, in **1927**, the conical shape returns with "*Indian ink on card*" a Campari Soda advertising poster. Finally, in **1928**, a design is created using colouring pencils on a self promotional page.

Davide Campari takes the label off the bottle to make the unique shade of red stand out through the glass and embosses the brand name and the company on it: **SPECIAL COMPOSITION, DAVIDE CAMPARI & co. MILAN – CAMPARI SODA**. The distinctive features of the bottle: the shape, the colour and the material represent elements that break away from the customs of the traditional advertising styles of that era. The small bottle alone immediately becomes an innovative feature and it opens new horizons for sales strategies, whilst the Camparisoda product is included in Davide Campari's new range of products.

In 1932 Davide Campari assigns the manufacturing of the bottles to **Vetreteria Bordoni**.

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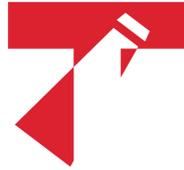
The ritual of the aperitif in Milan

The aperitif in Milan is a ritual that grew in the **1920s** when people had the habit of meeting up before lunch and dinner to drink a glass of wine or a mix, which is **the present day cocktail**.

The main promoter of the aperitif in Milan was Gaspare Campari who offered the Bitter and Cordial aperitifs in his bars. The first one looked onto the Duomo square, and in 1987, when the **Galleria Vittorio Emanuele was launched**, he moved underneath the arcade on the corner to the right between the square and the entrance to the Gallery itself.

In 1915, on the opposite corner to where he opened his first bar the **Camparino** was opened, and is considered the predecessor of the classic Milanese aperitif bars. It is here that **snacks and other cold food** were served together with the **Campari based cocktail** as an **accompaniment** to the drinks. This strategy was then imitated by many other bars and has continued up to the present day.

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Camparisoda – Product Details

Camparisoda is a single dose aperitif with a moderate alcohol content (10%) and a **unique and inimitable** taste. Camparisoda is made from a perfect blend of Campari and carbon dioxide.

Camparisoda was created in 1932: it is the first “ready to use” pre-mixed drink in the history of low alcohol beverages. Its unmistakable small conical bottle, designed by Fortunato Depero, is still an Italian aperitif icon today. Camparisoda is one of the key products offered by the Group and is mainly distributed in Italy.

The main market for Camparisoda is **Italy**.





Matteo Ragni - Biographical note

Matteo Ragni graduated in Architecture at the Politecnico of Milan. From 1998 to 2005 he founded and managed the studio Aroundesign with Giulio Iacchetti with whom he was awarded the Compasso d'Oro ADI for the "Moscardino" biodegradable fork/spoon and which is now part of the Permanent Design Collection at MOMA in New York. In 2008 he won the Wallpaper Design Award '08 for the Leti table lamp/book end produced by Danese.

He was recently asked by Campari to design a display throughout the city of Milan for the next design week to celebrate the 100 years of Futurism.

As well as being a designer he also teaches in various international universities and is an art director and architect.

Some of his clients: Bialetti, Breil, Caimi Brevetti, Campari, Coin Casa, Coop, Corian Dupont, Danese, Desalto, De Vecchi, Euro3Plast, Guzzini, JVC, Krios Italia, Lavazza, Liv'it, Light Style, Mandarina Duck, Meritalia, Mitshubishi, Navadesign, Pandora Design, Pinetti, Piquadro, Samsung, Suisse Lagenthal, Ti Voglio, United Pets.

Teaching

Politecnico of Milan, Faculty of Design; Domus Academy, IED, European Institute of Design Milan; Free Faculty of Bolzano, Edinburgh College of Art, Edinburgh, Scotland; Maritime University, Vina del Mar, Chile; Technical University, Santa Maria, Valparaiso, Chile, Alba University, Beirut, Lebanon.

Awards

2008

Wallpaper Design Award, "Leti", Best table lamp

2008

ADI Design Index, "Fly ": product chosen for the Compasso d'Oro 2008

2006

Elle Decor International Design Awards, Young Design Talent, Italy section

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2004

International competition promoted by JVC: "Lollipop", third prize

2003

World Best Design Exchange Seoul, "Moscardino", Best Design Product

2002

MACEF PRIZE 2002, "Ricciolo", first prize Buyers panel

2001

XIX PRIZE COMPASSO D'ORO ADI, "Moscardino", winning project

2001

ADI Design Index, "Moscardino ": product chosen for the Compasso d'Oro 2001

2000

ADI Design Index, "Unoaldì ": product chosen for the Compasso d'Oro 2001

1999

Young & Design, "Inorbita ": wall clock, third prize

1998

RiOggetto. Recuperando crea, "Pet-lota", selected project

1997

Eimu. Office Design Competition: "Si, cara", honourable mention

1996

Young Italian design for Ikea: "Natube", honourable mention

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Thanks to

ABET LAMINATI

AUTOGRILL

DANESE MILANO

ETRURIA DESIGN

EVOSTONE

FOSCARINI

GINNICO CELESTE

NODUS

PANDORA DESIGN

PLANK

ZOOMART – Palomar