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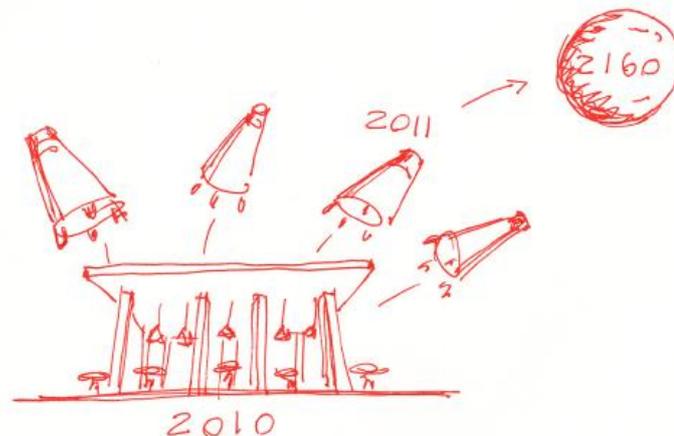


## CAMPARISODA 2011: Now boarding

*The journey towards a great future on board the talent capsules sets off from Camparitivo in Triennale - the place to meet and to exchange ideas and opinions*

**Milan, 11 April 2011** - Camparitivo in Triennale, designed by Matteo Ragni for Design Week 2010, has in just one season firmly established its lively presence on the Milan bar scene; for Design Week 2011 it will again provide the hub for a journey that looks enthusiastically to the future.

One year after its inauguration, **Camparitivo in Triennale** is reinventing itself to become **the starting point** for a journey whose destination is the *Futuro Meraviglioso (Wonderful future)*. After having scrutinized the futuristic shapes of tomorrow, thanks to last year's creations, action will now be at the forefront for 2011. Everything is ready to address the changes needed to rediscover, through new shapes, the pleasure of being together, of getting to know one another and analysing the present – all aimed at helping create a great tomorrow.



In 2010, **Camparitivo in Triennale** marked the way to the future with ten “meditation telescopes” - a journey which used words to express our minds and feelings. This year the *Futuro Meraviglioso* concept will be an “incubator of ideas and projects”, a place for a meeting of minds, outside the realm of time. This is a place to work, meet up or be alone and, at the same time, be completely at one with the world and nature.



**Talent capsules** will be created in the Triennale garden, which is where the symbolic journey to the *Futuro Meraviglioso* will start, and more besides.

Matteo Ragni's *talent capsules* will be placed inside the Triennale garden, in the shade of the age-old trees, next to the works of art that liven up the area. **These are areas for meditation and are open to everyone.** For meetings, working alone or for an aperitif, where creativity and conviviality are brought together. It's time for a Camparisoda, time to meet up, time to chat. It's time to get to know one another. The project will be carried out with the installation of real "capsules" which will have speed, airiness and circulation as their driving force: three typical ingredients of the city of Milan and Camparisoda.

The co-operation between Matteo Ragni and Camparisoda has been reinforced through this new adventure, which perfects and completes the *Camparitivo in Triennale* experience.

From today *Camparitivo in Triennale* represents a **new Camparisoda location** in which to "make" the future. The basic structure remains the same, and it will be the new designs that re-define *Camparitivo* and represent the concept of a journey. A large **"T" shaped table**, placed next to the legendary **talent table** dedicated to the artists and patrons who consider *Camparitivo* in Triennale the only place to meet and exchange ideas, a **new interactive counter** thanks to which, Camparitivo in Triennale clients will be able to automatically order a Camparisoda, now served in the famous **cllic glass** by Pandora Design, by simply pressing a red button. In a few moments, the single dose aperitif par excellence will be ready - a fast and practical drink in full Camparisoda style.



The “time for a Camparisoda” hourglass serviette holders, created by Matteo Ragni and composed of two small Campari bottles that track to perfection the time taken to consume this product further enrich the new decor.

The Camparisoda journey at Design Week will also owe its vitality to another project created by Matteo Ragni. A new project which interprets Camparisoda’s design essence. A new creative gesture: a **limited edition Camparisoda**, which demonstrates how an authentic *incubator of ideas* can easily blend present day concepts with the progress of the future.



Camparisoda will present its inspirational design at Design Week 2011 as well as at **other Fuorisalone events** from 12 to 17 April:

- **INTERNI** – from 11 to 17 April from 7 pm to 8 pm, Camparisoda will present a project designed by Matteo Ragni: **The Mobile Camparitivo Module**. By following the creative concept of “becoming” which is the inspiration behind the Fuorisalone, the designer has been inspired to create a *mini version of Camparitivo*. The **Camparitivo alla Statale** is like a satellite of the project in Triennale, and is a new projection of Camparisoda in the city of Milan at the best time of the year: design week. The Camparitivo alla Statale echoes the project details of the bar that was built in the Parco della Triennale: the shades of the Campari red, the cone-shaped sharp edges that echo the famous Campari bottle, the mirrors where the designs are multiplied.
- **KARTELL** - Tribute to Milan. Camparisoda will be the aperitif at the forefront of the exclusive Kartell event, which is planned for 12 April at the Kartell Flag in Via Turati, on the corner with Via C. Porta, from 7.30 pm to 10.00 pm.



- **“5x10 Wallpaper Celebration” Jannelli&Volpi** – the event has been planned with the collaboration of Interni. These events, which run from the 12 to 17 April, from 6 pm to 8 pm, will focus on five designers who have been busy creating their own wallpaper. Camparisoda will be the aperitif of choice for the evening and will be served on the third floor.
- **GALLERIA CAMPARI** – The multimedia complex in Sesto San Giovanni will also be included in the not-to-be-missed appointments for Design Week. This special opening will allow all design lovers, and anybody who is interested, to be accompanied through the history of the Camparisoda brand with multimedia showings, sensorial journeys, displays and advertising campaigns from past and present. This will also be a chance to show the public 30 artworks created by Fortunato Depero for *‘Numero Unico Futurista’*, which was published in 1931 by the artist from Trentino as a tribute to Davide Campari. The Gallery is located in Sesto San Giovanni in Viale Gramsci 161, and will be open from Tuesday 12 to Saturday 16 April, from 10 am to 1 pm and from 2 pm to 7 pm.

[www.camparigroup.it](http://www.camparigroup.it)  
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#### Note to editors

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#### About Camparisoda

Camparisoda is the single-serve aperitif with a moderate alcohol content (10%) that with its unique and incomparable flavour is the category leader is obtained through the optimal mixture of Campari and carbon dioxide. Camparisoda was first created in 1932 and is considered the first pre-mixed drink in the world and has always been presented in its signature bottle that was designed in the '30s by Fortunato Depero. Its unmistakable conical shape is still today an icon of the Italian aperitivo.

#### 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](http://www.camparigroup.com)

**CAMPARITIVO**  
IN TRIENNALE



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## Towards a wonderful future on board *a Camparisoda talent capsule*

***A Camparisoda project designed by Matteo Ragni at the Camparitivo in Triennale***

**Milan, 11 April 2011** – The Camparisoda aperitif is representative of airiness, speed and circulation. The three fundamental ingredients of the irreverent soul of Camparisoda become a physical space and an ambience which will launch us towards the *Futuro Meraviglioso* (Wonderful future). The **Talent Capsule** was created from a new project by Matteo Ragni and will be a new addition to Camparitivo in Triennale, during Design Week 2011.



The Camparisoda Talent Capsules have been placed in the Triennale garden, and will provide a new area to meet up and swap, plan and share ideas. A space to think and share, where the “doing” and “creating” that will change the world, can be lived out.

These are real capsules with a microenvironment whose confines are contained and protected but which are open to the outside. They represent a neutral environment where we can free the emotions that our thoughts have created and an ideal place to think, study and create.

The Talent Capsules are ideal “tools” which allow us to embark on a journey towards a *Futuro Meraviglioso*. They are time portals where enlightened entrepreneurs or young talents can meet and travel together, plan and create ideas by launching themselves into the future.



The *talent capsules* have a futuristic shape and look ready to fly away. They are round in shape and extend both upwards and outwards. The central part, however, is level, featuring a table around which a seating area has been created: The top part points upwards and completes the structure of the capsule, giving it a shape that resembles a spaceship about to be launched into space.

To enjoy a Camparisoda drink at the Camparitivo in Triennale and take advantage of the Talent Capsules, a booking can be made through internet: your experience inside these futuristic capsules will be unique, just like the journey towards the *Futuro Meraviglioso!*

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## **Camparisoda Limited Edition**

*The latest creation by Matteo Ragni*

**Milan, 11 April 2011 – Camparisoda** gets a new “make-over” and becomes a **limited edition**. The iconic Camparisoda bottle, which was designed by an expert in Futurism, Fortunato Depero, in 1932 will have a special look, designed by Matteo Ragni especially for the Milan Design Week 2011. The Milanese designer wanted to offer a brand new Camparisoda experience whilst leaving the soul of the product unaltered: the bottle.

The bottle is where it all starts from: the aim is to portray the Camparisoda aperitif as a new sensorial experience. Camparisoda will be transformed and its image will have a new artistic touch for the Milan Design Week. The project has been driven by Matteo Ragni and the delicate and sophisticated restyling respects the original style of the project created by the Futuristic artist. The bottle’s new design is revealed through the sense of touch, a sense that our culture does not focus on much.

A special film makes the bottle feel soft to the touch and is a surprise to people who are used to glass. The Depero bottle is covered in a special material called “**viplatura**”: a rubber film that adds a tactile experience to the Camparisoda aperitif. The bottle becomes soft and pleasant to the touch and has a firmer grip. The viplatura transforms the clear Camparisoda bottle, creating a totally unexpected experience.

Camparisoda has been on the Italian market since 1932 and is joining in the Unification of Italy celebrations by dressing up in red, white and green just for this special occasion.

This Limited Edition Camparisoda again proves its strong personality and enduring bond with design, and it will be available in COIN stores from May 30<sup>th</sup>, 2011 with an approximate price starting from 40 euros.

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## **Camparisoda and Matteo Ragni:** *a partnership that continues*

This partnership with the young Milanese architect began in 2009 with Design Week, the same year that the 100 years of Futurism were celebrated. Matteo Ragni gives a modern twist to the product, reinventing ordinary events and converting his values into truly original concepts such as, for example, the RedLounge, the *clic* glass design and Camparitivo in Triennale.

It was in 2009, with the REDesign Camparisoda project, that Matteo Ragni reinterpreted the Futuristic spirit of the brand. The **REDLounge** in Zona Tortona, the **REDSculptures** in the key areas of Milan, the travelling **REDBars** that served Camparisoda during the most interesting events of the Fuori Salone, have brightened up Design Week with their red colour. Ragni's partnership brought about the creation of a unique concept - the **clic glass** design. It was produced by Pandora Design, and was the perfect step up for the Camparisoda bottle. The glass slotted perfectly into the neck of the bottle, complementing it and becoming one piece when consuming the product.

Design Week 2010 also provided the opportunity to present **Camparitivo in Triennale**, the perfect place for an aperitif and the first example of a "Fuori Salone" project which has continued to develop even after the event ended – it is still chosen by people who love both design and aperitifs.

The collaboration of Camparisoda with an enlightened architect and designer, who is naturally devoted to the aperitif theme (in 2001, Matteo Ragni won the *Compasso D'Oro* with the Moscardino of Pandora) has offered us an invaluable experience: the first step towards the *futuro meraviglioso*.

Matteo Ragni is also one of the main characters in the book "**Camparisoda, l'aperitivo dell'arte veloce futurista. Da Fortunato Depero a Matteo Ragni**" - Corraini Edizioni -, the book is dedicated to all the artistic contributions that have been created by the world of design for the famous single-dose aperitif, with contributions from Alessandro Mendini and Steven Guarnaccia.



Matteo Ragnialso designed **Ceffé di Casa Depero**, at **Mart di Rovereto**. Ragni was inspired by Fortunato Depero's creativity, and produced a Coffee shop which is one of a kind and made more precious by the tables and the Calligaris seats and a bar that uses Camparisoda bottles in its decor: a new touch which is very original and has never been done before.

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## 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.

Since 2008 Matteo collaborated with Campari in the creation of design projects linked to the Camparisoda reinterpreting the Futuristic spirit of the brand. In particular Matteo is the author of the **REDLounge** (Design Week 2009), the **Camparitivo in Triennale** (Design Week 2010) and the creation of a unique concept - the **clic glass** design.

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, Mitsubishi, 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
- 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



## Fact Sheet

**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.





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