



Happy Birthday Camparisoda!

The first pre-mixed drink turns 80

1932-2012: Celebrating its first 80 years, Camparisoda looks to the future by building on its signature qualities: modernity and staying in sync with contemporary language.

Camparisoda arrived on the Italian market in 1932 as the *"the astonishing newcomer of the season"* (from *La Domenica del Corriere*, 10 July 1932). The product offered very innovative features: it was the first single-serving, ready-to-drink product containing the perfect mix of Campari and soda - all in a special bottle shaped like an upside down chalice, designed by Futurist genius Fortunato Depero.

One of the leading figures in Italian Futurism, Depero worked with Davide Campari to promote the first pre-mixed drink on the Italian market. The collaboration revolutionised not only the way aperitifs were made - but also their shape. From that moment on, the "bar" had entered the Italian home.

Ever since then, Camparisoda has been the aperitif of choice. Precisely measured and served over ice with a slice of orange, it is perfect for catching up with friends at the bar, after work, or as a drink before heading home for dinner: *"From now on, Camparisoda will satisfy your every desire,"* so went the first advertisement that appeared in *La Domenica del Corriere*.

The product's distinguished career has been chock-full of great ideas and innovations. Synonymous with excellence, modernity, and style, Camparisoda has always collaborated with contemporary artists such as: Sinopico, Franco Scepi, Marangolo, and Ugo Nespolo. Camparisoda's great artistic collaborations have also included working with photographer Bob Krieger, who was involved in the 1984 publicity campaign. Over the last 80 years, the brand has successfully evolved its advertising language and explored contemporary advertising methods, demonstrating real dynamism and the ability to rise to meet the challenges of modernity. During the Carosello advertising revolution, Camparisoda also made it onto TV. The brand's most well known commercials star Nino Manfredi (1977), Eva Herzigova (1990), David Niven (1979), and Franco Scepi (1993). The most recent commercial campaign is *"Pleased to meet you"* from 2011; directed by Grady Hall, it is based on the concept of the aperitif as a social moment, one to be shared and enjoyed among friends.



Camparisoda's story is one of artistic and creative collaboration which link the product to its ultimate point of reference: design. The iconic bottle has become a cult symbol in the design world, an environment where it feels completely at home. In 2009, the collaboration with Milan designer Matteo Ragni began as a natural extension of these previous experiences. At that point, Ragni had already won the Compasso d'Oro ADI for his Moscardino design, and Ragni would go on to internalise the values of the brand, interpreting them in new and unexpected ways while taking inspiration from the bottle which symbolises the Italian aperitif. For Milan Design Week 2009 Ragni unveiled the *Clic glass*, in 2010 the *Camparitivo in Triennale*. The Ragni-Comparisoda collaboration has taken inspiration from the *Futuro Meraviglioso* (Wonderful Future) concept, year after year giving rise to different interpretations in the Triennale space. In his most recent project *Now Boarding* from 2011, Ragni revisited the bar concept while drawing attention to the splendid Triennale garden with the creation - *Talent Capsule* - the launch pad for the *Futuro Meraviglioso*.

In 2012, Comparisoda celebrates its 80th birthday with a series of initiatives involving projects close to the brand's heart. It is an anniversary which will be celebrated by taking advantage of the language that has always made Camparisoda a truly unique product, one with a great artistic past and a future which cannot be anything but wonderful.

www.camparigroup.it
www.camparisoda.it

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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

Campari Italia

Paola Baravalle – PR Manager Campari Italia
Tel. +39 02 6225.1
paola.baravalle@campari.com

D'Antona & Partners

Sabrina Viotti - Tel +39 02 85457048
s.viotti@dandp.it
Marianna Lovagnini - Tel +39 02 85457040
m.lovagnini@dandp.it



Camparisoda SPECIAL EDITION

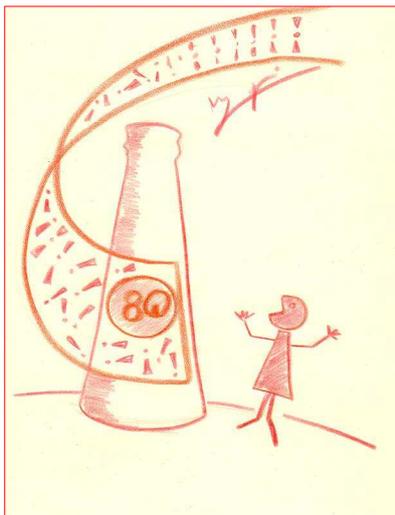
redesigning an icon

Camparisoda is celebrating its 80th birthday with the element that has made it a symbol of the Italian aperitif: the iconic bottle designed by Fortunato Depero in 1932.

It is a product which was born “modern”: both for its content - as the very first single-serving aperitif - and for its form - which to this day continues to be a symbol of modernity and innovation.

The reinterpretation of Camparisoda was entrusted to Matteo Ragni, the Milan architect and designer considered to be the artistic “heir” of long-standing Campari collaborator and great artist, Bruno Munari; innovation, design, and contemporariness are the features which these two designers share. Ragni’s design celebrates the brand’s distinctive features and preserves the iconic upside down chalice shape.

Matteo Ragni has successfully interpreted the modernity of this ever current product, giving it a new “twist” all its own.



“Redesigning an icon is the dream of every designer on the planet. Yet in this case, the hand of the designer had to remain quiet, to reflect on the essence of the design in terms of its history, while remaining in synch with the natural evolutions of time.

From here came the idea to maintain the proportions of the original bottle designed by Fortunato Depero, while giving it a new and more elegant look.

The approach used geometry and the formal deconstruction of the different elements to recall the futuristic spirit of this object, widely recognised as a work of art. Triangles and circles repeat and overlap to create a memorable grip, leaving two areas available for the Camparisoda and its 80th year celebration logo.”

Matteo Ragni

The special edition dedicated to the 80th anniversary of Camparisoda is available at bars and retailers starting March 2012.



Learning to Fly Camparisoda via GATE3 Temporary Studio

During the year marking its 80th anniversary, Camparisoda arrives at Milan Design Week with a project recalling the journey metaphor: a journey into the future, a journey through space. It is an invitation to take life as you find it, to trust in your own abilities, and to take each day to a new level, within yourself and without.

2012 is the year of **Learning to Fly**. It is the last step before taking off for real, before tasting the freedom of your own power and potential.

Learning to fly is a wish, a hope. It is also an act of faith for those meeting life and the working world head on. Because there is no doubt: the future lies in individual abilities, in the possibility of reinventing a way of living, of working, and of growing.

And, the future lies in doing all this with great optimism, with the certainty of being offered a great opportunity for freedom and actualisation. Learning to fly! We can all do it. Camparisoda and Matteo Ragni are very fond of these concepts of growth and liberty. Using one of the designer's ideas as a departure point, in 2012 they want to bring concepts explored in past editions of *Futuro Meraviglioso* (Wonderful Future) into reality.



GATE3 Temporary Studio is born: it is a creative workshop, a place where talented individuals can explore real world applications; it is the first space to be dedicated to exploring what could happen and to putting the idea to the test.



It is a **temporary studio** for young hand-picked professionals, all working under one mentor: Matteo Ragni. It is a space where the focus is entirely on design, where problem-solving is the sole agenda, and where the client

proposes themes and research projects to explore the contemporary world and the future. GATE 03 will be a living place and will host research workshops for major brands. It will quickly become a place where real concepts and ideas emerge to freely innovate the way problems are solved.

With the same patron spirit that has always inspired Campari, bringing it in close proximity to the great talents, Camparisoda is the first brand call upon these young professionals of GATE3 to work on a specific design problem. The results of this first workshop will be found inside the Campari Gallery in 2012.



Camparisoda for Design Week 2012



During Design Week 2012, Camparisoda revamps its presence at the Triennale di Milano, with **Camparitivo in Triennale**.

Designed by Matteo Ragni in 2010, Camparitivo in Triennale is a space immersed in the Parco Sempione that exudes the revamped spirit of Camparisoda. By now a lively fixture among Milan establishments, Camparitivo in Triennale is a place where design and architecture blend to create a harmonious and welcoming environment. It is a place for meeting up and interacting that offers new gestures and points of view for enjoying the perfect Italian aperitif.

During Design Week 2012, it will once again become the fulcrum for a journey which looks positively towards the future, referencing the **Learning to Fly** concept through a new installation.

Camparitivo in Triennale will remain open for the entire summer, livening up the downtown aperitif scene through October.

Camparisoda will participate in the important event **INTERNI LEGACY** at the **Università degli Studi di Milano** with its project, **Icon Celebration**.

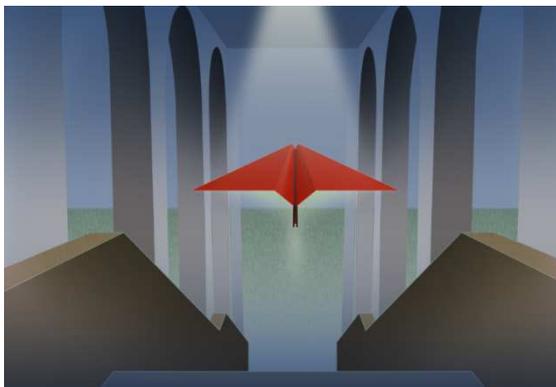
Legacy is the “real and visible legacy” of Camparisoda, celebrated through a minimal, respectful, yet at the same time assertive design gesture. It preserves the iconic value of the bright red bottle, without letting the 80-year old design become outdated and obsolete.

Camparisoda has an astounding legacy in terms of recognition and visual identity. Somehow, its identity has actually become part of Italy’s very cultural memory.

This installation in the Cortile d’Onore of the Università degli Studi di Milano is exclusively devoted to the celebration of the famous bottle with its new look and the material it is made from: glass.

Special installation partner

Learning to Fly at Camparitivo in Triennale



Icon Celebration at the Università degli Studi di Milano





1932-2012: 80 years at the top

The Camparisoda single-serving bottle dates back to 1932. The idea for the upside down chalice shape came from Fortunato Depero, who began creating slogans and advertisements for Campari in 1926. There are no drawings to confirm this; only those by Angelo Bordini and Son Glassworks for manufacturing the new bottle. Nevertheless, the iconic futuristic silhouette can be traced back to two wood models designed by Depero in 1926-1927 for two “puppets” drinking Campari from a conical shaped glass. The upside down conical chalice can also be found in three other advertisements Depero made for Campari in the late twenties: a coloured collage of Aperitivo Bitter Campari (1928), a colour pencil drawing of Campari Soda with a cone-shaped bottle and a crown on top, and a China pencil and watercolour sketch titled Campari 1.50 (1930-1931).

Davide Campari made the decision for the bottle to be label-free to better draw attention to its distinctive bright red colour shining out through the glass imprinted with the company and brand name: SPECIAL PREPARATION – DAVIDE CAMPARI & C. – MILANO – CAMPARISODA.

The bottle’s signature features - its shape, colour, and material - played a decisive role in breaking free from the advertising conventions of that time.

Thanks to its ease of use - an amazing innovation for its time - the drink provided the perfect solution for occasions calling for an aperitif that was simple and quick to prepare.

1932-1942

Camparisoda: the futuristic drink

Fortunato Depero (1892-1966) was one of the most active and prominent figures in Futurism. In 1919, he created the Fortunato Depero Casa d’Arte (House of Futurist Art), which performed the same functions then as today’s advertising agencies. He was the one to put together the original advertising strategy for Davide Campari, one which, remarkably, is still relevant to this day.

According to Depero, “art must keep pace with industry, science, politics, and fashion, while at the same time celebrating them.”

Depero was the one to design the first bottle in the truncated conical shape (label-free glass).

Camparisoda was the first Italian product to be sold pre-mixed and in single-serving containers; it was instantly recognizable for its striking shape and unmistakable colour. In 1932, Davide Campari placed the order for the bottles to be produced at Bordini Glassworks. Between 1932 and 1936, through the advertising campaigns of Primo Sinopico and Enrico Sacchetti, Camparisoda became the first aperitif to be depicted on a desert or beach; the Campari-Depero collaboration embodied an enlightened entrepreneurial spirit, one that was able to channel the futuristic genius.



1952-1962

Camparisoda: the aperitif that keeps up with the times

It was the creative Franz (Carlo) Marangolo (1912-?) - the great commercial illustrator and graphic artist from that unforgettable period (he came onto the scene in Surrealist Paris of the twenties with Elsa Schiaparelli and would have been 100 in 2012) - who brought Camparisoda into family refrigerators throughout Italy through his lively, light, and dynamic images. These were the years of the fast and exhilarating economic boom: Camparisoda was the first “portable” aperitif to accompany Italians on the road, to the sea or the mountains, cruising on yachts or relaxing after sports. The Marangolo-Campari collaboration highlights the importance of the historic brand knowing how to reinvent itself with the freshness of a creative genius.

1972 – 1982

Camparisoda: the aperitif of the stars

Director Franco Scepi put his stamp on the most famous commercials of the 1980s. Camparisoda was the first aperitif to place itself in the hands of international movie stars like David Niven and Humphrey Bogart to promote its stylishness.

1982- 1992

Camparisoda: the aperitif of champions

Torino artist Ugo Nespolo designed the advertising campaign for the 1990 World Cup played throughout Italy with Germany winning in the final against Argentina.

1992-2002

Camparisoda: the calendar aperitif

2002-2012

Camparisoda: the design aperitif

The purpose of design, from concept to production, is to improve the quality of life by creating works of art that are functional and able to be mass-produced i.e. “democratic” while also having an aesthetic and emotional impact that elicits empathy and makes the work truly unique.

This led to the REDesign experience for the Milan Salone del Mobile 2008 where red was the least common denominator in advertising Camparisoda, turning to the skills of international design to reinterpret the Italian aperitif through a socially desirable and compelling experience. Featured were the REDSCULPTURE installations designed by Markus Benesch which revisited the famous shape of the bottles and were dispersed throughout the streets of downtown Milan.

Camparisoda was the first aperitif to be exhibited during Design Week: with its unmistakable stylish line of white and red chairs, tables, bar carts, and totem sculptures.

In 2009, Matteo Ragni developed the *Clic* concept: Camparisoda is the first aperitif with the glass incorporated with the bottle.

In 2012, the *Camparitivo in Triennale* project was launched, entirely designed by Matteo Ragni for integrated advertising.

2012

The CAMPARINO returns to Milan’s Galleria Vittorio Emanuele.