



## Campari to Kiss Superstition Goodbye in 2013 Calendar!

**Milan – 13<sup>th</sup> November, 2012** Taking the lead in this year's Calendar is beautiful Oscar winning actress, Penelope Cruz, whilst noted fashion photographer, Kristian Schuller, shot the intense imagery.

Set to take the audience on a stunning visual voyage, the 2013 Calendar showcases Campari's latest female protagonist in 13 vivid shots, as she engages with intriguing and mystical superstitions, such as black cats, broken mirrors, walking under ladders as well as walking on cracks. Dressed in a variety of gorgeous red-themed dresses and shoes from top fashion houses including Monique Lhuillier and Salvatore Ferragamo, as well as jewellery by Chopard, Penelope dazzles in every shot.

Campari is taking this opportunity to instill confidence in people across the world on the basis that self-belief enables any superstition to be overcome, enabling us to enjoy the pleasurable moments in life.

On starring in the Campari 2013 Calendar, **Penelope Cruz** comments: *"I have really enjoyed starring in the Campari Calendar 2013, I found the superstitious theme extremely intriguing and stimulating. It's been a pleasure to work with such a talented and professional team, particularly Kristian Schuller, the Calendar photographer, since I really admire his work. As an actress I am often challenged to portray the 'unexplainable' and this shoot was no different. We created a character who had to portray a strong, positive attitude, and really get to the heart of each superstition and dispel these myths by promoting confidence. I hope people enjoy the photos as much as we have enjoyed creating them."*

Internationally celebrated fashion photographer Kristian Schuller shot the Campari Calendar for its 14<sup>th</sup> edition. Renowned for telling curious stories through his work, and with his love of surreal imagery, Kristian perfectly captured the theme of the Calendar through his cutting-edge photography style.

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On shooting the Campari Calendar 2013, **Kristian Schuller** comments: *“The Campari Calendar is synonymous with outstanding style and creative edge, and being able to transform these generic stereotypes into powerful and magical images has been a joy. This year, our intention was to take the creativity a step further and convey the charisma and mystique of each of the 12 superstitions, and I feel this has been achieved. Working with Penelope was a dream, she fully embraced the photo shoot and brought the theme to life with such passion and confidence, ensuring she was the central focus in every shot!”*

Penelope is the latest star in the iconic Campari Calendar. She joins some of the world’s most stunning women who have adorned the pages of previous Campari Calendars including, [Salma Hayek](#), [Eva Mendes](#), [Jessica Alba](#) and [Milla Jovovich](#).

**Bob Kunze-Concewitz**, CEO of Gruppo Campari, comments: *“For the 2013 Calendar, our intention was to represent the power of confidence in believing you can defy anything, and kiss goodbye to superstitions such as broken mirrors and mystical black cats. It is our mission to offer Campari lovers an intense, pleasurable moment to celebrate confidence and the magic power of the number 13. Penelope’s incredible personality and beauty meant she was the perfect choice to embody this year’s controversial theme. Kristian has done a truly magnificent job of bringing our vision for the Campari Calendar 2013 to life, and making it even bolder with his inspired and contemporary approach.”*

The Campari Calendar 2013, 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 *Kiss superstition Goodbye* was created by BCube Milan. Working side by side with the photographer Kristian Schuller on the project were Andrea Marzagalli, senior art director and Bruno Vohwinkel, senior copywriter. The production has been executed L&A Artist – Milan.

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**For more information go to:**

[www.campari.com](http://www.campari.com)

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#### **Notes to editors**

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

<http://www.camparigroup.com/en/press-media/campari-calendar/index.shtml>

#### **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 and charismatic 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 vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure, which unfurls itself into a captivating and stimulating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate 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](http://www.camparigroup.com)

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### **Penelope Cruz: Biography**

Academy Award winner Penelope Cruz has proven herself to be one of the most versatile, young actresses by playing a variety of compelling characters, and most recently becoming the first actress from Spain to be nominated for, and win, an Academy Award.

First introduced to American audiences in the Spanish films "Jamon, Jamon" and "Belle Epoque," in 1998 she starred in her first English language film, "Hi-Lo Country" for director Stephen Frears opposite Woody Harrelson, Patricia Arquette and Billy Crudup. In 1999, Cruz won the Best Actress award at the 13th Annual Goya Awards given by the Spanish Academy of Motion Pictures Arts and Sciences for her role in Fernando Trueba's "The Girl of Your Dreams."

Confirming her status as Spain's hottest international actress, Cruz landed a series of coveted roles. She appeared in Billy Bob Thornton's "All the Pretty Horses," Fina Torres's "Woman on Top," Alejandro Amenabar's "Open Your Eyes," Maria Ripoll's "Twice Upon a Yesterday," and Nick Hamm's "Talk of Angels." Additionally, Cruz co-starred in Pedro Almodovar's "Live Flesh" and critically acclaimed "All About My Mother" which was awarded the Golden Globe and Oscar for Best Foreign Film.

Next up for Penelope was New Line's "Blow" for director Ted Demme and "Captain Corelli's Mandolin" opposite Nicolas Cage. After that, Penelope starred opposite Tom Cruise in the erotic thriller "Vanilla Sky".

To add to her already brilliant and diverse choice of film credits, she starred in films including "Gothika"; "Head in the Clouds"; "Noel"; and "Chromophobia". Penelope also co-starred with Matthew McConaughey and William H. Macy as Dr. Eva Rojas in the action packed film "Sahara."

In 2006, Penelope starred in "Volver," which again teamed her with director and dear friend Pedro Almodovar. Critically acclaimed for her role as Raimunda, she won the "Best Actress" awards at the European Film Awards, the Spanish Goya Awards, the Cannes Film Festival, and received both Golden Globe and Oscar nominations.

Her recent credits include "Elegy" opposite Sir Ben Kingsley and Woody Allen's "Vicky Cristina Barcelona" opposite Javier Bardem and Scarlett Johansson. Penelope won an Oscar, a BAFTA, an NYFCC and an NBR Award for Best Supporting Actress for her performance in "Vicky Christina Barcelona" making 2008 a very great year.

In 2009, Penelope teamed up with director Rob Marshall and co-starred alongside Nicole Kidman, Daniel Day Lewis and Marion Cotillard in the film version of the musical "Nine." Her standout portrayal of Carla garnered SAG, Golden Globe and Oscar nominations. Her third Oscar nomination made history as it marked only the third time in Oscar history where the winner of the Academy Award for Best Supporting Actress was nominated for Best Supporting Actress again in the following year.

In 2011 Penelope starred opposite Johnny Depp in the international blockbuster hit "Pirates of the Caribbean: On Stranger Tides," the fourth installment of the movie series directed by Rob Marshall. In the summer of 2011 Penelope also filmed Woody Allen's "To Rome with Love" which was released on June 22, 2012.

In September 2011 Penelope began filming "Venuto Al Mondo" ("Twice Born"). in Sarajevo, Bosnia under the direction of Sergio Castellitto, with whom she previously starred in his critically acclaimed film "Don't Move". The film is based on the novel of the same title by Margaret Mazzantini and will be shot in English and Italian to be released late 2012.

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### **Kristian Schuller: Biography**

Kristian Schuller is a Paris-based photographer.

Born in Romania, Kristian emigrated with his family to Germany at an early age.

He studied fashion design with Vivienne Westwood and photography with FC Gundlach at the University of Fine Arts Berlin.

After his initial introduction by Isabella Blow to Condé Nast Publications in London, Kristian has continued working internationally with various fashion magazines and commercial clients.

His first book, "90 Days, One Dream", was published in 2010. Award: Silver Medal "Deutscher Fotobuchpreis 2011".