



Campari leads fans on a timeless journey of discovery as it unveils the 2015 Calendar starring Eva Green

Milan – 5th November 2014 – Today, Campari® is officially unveiling the full imagery for the 2015 Calendar, entitled '**Mythology Mixology**'. This year's iconic Calendar, which stars the beautiful French born actress Eva Green, is the 16th edition in the collection and is dedicated to celebrating Campari's unique and intriguing history and the intrinsic stories linked to twelve of its best-loved classic cocktails.

This year's dreamlike imagery imaginatively depicts the beautiful and little-known anecdotes, tales and curiosities behind each iconic recipe. From the classic Negroni cocktail, created by Count Camillo Negroni himself in 1919, to the modern Campari Orange Passion, a contemporary spin on the classic Campari Orange, the Calendar explores and celebrates the recipes that have stood the test of time and are still adored in today's modern world. Other tales include the creation of the Americano in 1933, which is said to have been named after Primo Carnera, the first Italian to win the heavyweight boxing title in New York – to the Campari & Seltz, the most popular drink in the Bar Camparino, opened by Davide Campari himself. The bar celebrated its 100th Birthday in 2015 and this simple yet sumptuous cocktail is still as popular now as it was when the bar opened a century ago. The dazzling heroine, Eva Green, personifies the iconic, classic and stylish nature of Campari in a series of stunning outfits created by leading designers including Vivienne Westwood, Versace, Alaïa and Christian Louboutin to name just a few.

On starring in the 2015 Campari Calendar, **Eva Green** comments: *"For me, this project was about much more than simply producing a Calendar. It was about telling a series of stories in an imaginative, creative and beautiful way – and that's exactly what we've achieved. This year, those stories are closer to the heart of Campari than ever before and I personally feel very honoured to have been part of that. The 2015 Calendar is a real testament to Campari as a brand and seeing all of the stories together in one collection just proves that no matter how old these recipes may get, there will always be a firm place for Campari within our contemporary world."*

CAMPARI
MYTHOLOGY
MIXOLOGY
2015

The Calendar was shot by Julia Fullerton-Batten, a worldwide acclaimed and exhibited fine art photographer and the first ever woman to get behind the lens on the Calendar project. Julia's signature style, which makes use of highly creative settings and cinematic lighting, helps to visually tell stories and capture a sense of timelessness which is central to this year's theme, Mythology Mixology. With a combination of her insightful vision and distinctive approach, Julia brings to life each and every special story behind Campari's classic cocktails, in a contemporary and artistic way.

On her involvement in the project, **Julia Fullerton-Batten** comments: *"I was delighted to have the opportunity to shoot the 2015 Campari Calendar with Eva Green as the star. What I loved most about this year's theme was the flexibility it gave me as a photographer. My own work is all about telling stories so shooting the Calendar felt very close to my heart. With a twist of history, we also made it very contemporary, showing the timelessness of Campari as a brand. I hope others love it as much as I do."*

Bob Kunze-Concewitz, CEO of Gruppo Campari comments: *"We have a very personal connection to this year's Campari Calendar as it is designed to celebrate the brand itself. The theme, Mixology Mythology, is really about exploring the whole personality of the Campari brand - past, present and future. It leads Campari fans on an exciting and intriguing journey where we look not only at our history, but also project the brand into the future and together, imagine where our fascinating adventure will lead us next. Eva Green encapsulated all the passion of the brand on this year's shoot, striking a perfect balance between classic beauty but with a very modern and contemporary attitude that reflects the versatility of the brand itself."*

The Campari Calendar, of which only 9,999 copies are printed, will not go on sale but will be internationally distributed to friends of Campari around the world.

Campari fans can still get involved with the action, as all the imagery will be available to view across the Campari social media feeds, including Facebook, Twitter, Instagram and Pinterest. Using the hashtag **#CampariCalendar**, fans will be guided by Eva through a virtual world of discovery as she explores each of the cocktails featured in this year's Calendar. All social activation from this year's



Calendar launch has been developed by the Milan office of the global conversation agency We Are Social.

The Calendar theme, Mythology Mixology, was created by Leo Burnett Milan. Working side by side with the photographer Julia Fullerton-Batten on the project were Executive Creative Director Alessandro Antonini, and Associate Creative Directors Andrea Marzagalli and Bruno Vohwinkel. The production was executed by L&A artist Milan, with the support of Film Positive Budapest on the set.

For more information go to:

<http://www.campari.com>

<http://www.camparigroup.com>

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

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

<http://pinterest.com/campariofficial>

<http://www.youtube.com/EnjoyCampari>

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For more information please contact:

[International Press Contact](#)

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 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 leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 3 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 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 since 2001. For more information: <http://www.camparigroup.com/>.

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