



Eva Green exudes timeless beauty as leading lady in the 2015 Campari Calendar

*Sin City super star Eva Green announced as leading lady in Campari Calendar
alongside Julia Fullerton-Batten, the first ever female photographer to lead the project*

Milan – JULY 10th 2014 – Today, Campari[®] is officially unveiling the Hollywood actress Eva Green as the star of the 2015 Campari Calendar. The stunning French born actress will take the lead role in this year's iconic Calendar, entitled '**Mythology Mixology**', which is dedicated to celebrating Campari's unique and colourful history and the intrinsic stories linked to twelve of its best-loved classic cocktails.

Research has shown that the classic trend has become a worldwide phenomenon in the past decade and with this intriguing new theme Campari takes fans through an unexpected yet contemporary reinterpretation of how its most famous cocktails were born. Each month will focus on a classic cocktail and with it, imaginatively depicts the beautiful and little-known anecdotes, tales and curiosities behind each iconic recipe.

Eva Green began her career on stage in 2001 by starring in *Turcaret* directed by Gerard Deshartes and *Jalousie en trios fax* directed by Didier Long. Her screen debut was in 2002 when she was cast as the female lead in Bernardo Bertolucci's critically-acclaimed, *The Dreamers*. In 2006, Eva starred opposite Daniel Craig in *Casino Royale*, the 21st film in the James Bond franchise. Eva played "Vesper Lynd", a mysterious blend of vulnerability and strength and the only woman that James Bond ever truly loved. The film was nominated for 9 BAFTA's in February 2007 with Eva winning The BAFTA Rising Star Award, voted for by the public.

Eva has most recently been seen in the Showtime TV Series *Penny Dreadful* which made its debut in May and sees her play lead role of Vanessa Ives alongside Timothy Dalton and Josh Hartnett. Eva has also recently been seen in the lead role of 'Artemesia' in *300: Rose of an Empire* and in August will be seen starring in the Sin City prequel *Sin City: A Dame to Kill for*. Eva follows in the footsteps of

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previous Campari Calendar heroines, including stylish and passionate actresses, Salma Hayek, Eva Mendes, Jessica Alba, Milla Jovovich, Penelope Cruz and Uma Thurman.

On starring in the 2015 Campari Calendar, **Eva Green** comments:

“To work with an iconic worldwide brand such as Campari is an honour and a privilege. There is something very special about this year’s theme as it strikes a compelling and almost magical balance between the classic and the contemporary. At the root of each image is this rich sense of history behind each of Campari’s best loved cocktails but they are presented in a way that is ultra modern, exuding imagination and style. It’s a thing of incredible beauty and clearly shows that whilst some of these recipes are over 100 years old, they are still relevant to and adored in today’s world. It is that sense of timelessness that has been captured so wonderfully in this year’s Calendar, thanks to the creative input from our photographer Julia Fullerton-Batten and all the talented people who worked on the set.”

Shooting the 16th edition of the globally renowned Campari Calendar is 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 founded her success in 2005 with ‘Teenage Stories’, an evocative narrative that depicts the transition of a teenage girl to womanhood. Since then, she has exhibited work all over the world. Her unusual locations, highly creative settings, street case models and cinematic lighting are hallmarks of her very distinctive style of photography, all of which are techniques evident in this year’s Campari Calendar.

On her involvement in the 2015 Campari Calendar, **Julia Fullerton-Batten** comments:

“Campari has always had an inherent ability to recreate itself and keep the brand image fresh, inspiring and imaginative. This is a goal I constantly strive towards in my own work too, so you could say it was a partnership made in heaven from the very beginning. This year’s theme was an interesting challenge, as there was an important job to do in terms of taking historical anecdotes and invigorating them with a modern edge. I’m confident we managed to strike that delicate balance with this year’s imagery and it certainly helped working with someone as beautiful and as talented as Eva Green, who was just as passionate about getting the shots right as we were.”



Bob Kunze-Concewitz, CEO of Gruppo Campari comments: *“Though there has always been a sense of timelessness around our classic cocktails, we’ve been hearing reports from bartenders all over the world that there has been a surging popularity for classic recipes like the Negroni and the Americano. There are also some interesting new trends emerging as a result of this new found love of the classic, with modern variations of classic cocktails being created by bartenders to re-launch historical recipes into the contemporary world.*

This year’s Campari Calendar is designed to celebrate those enduring recipes and the heritage behind them. Some are well known legends whilst others are myths that are rarely told, so the whole Calendar feels very much like an enchanting narrative, beautifully illustrated by our talented team and stunning star Eva. With all this in mind, we’re very much looking forward to unveiling it later in the year.”

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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 iconic, 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 secret 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,

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with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton, Campari, Cinzano, SKYY and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 15 plants and 4 wineries worldwide and has its own distribution network in 17 countries. The Group employs over 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> Please enjoy our brands responsibly.