



Hotel Campari

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Campari presents "Hotel Campari"

Starring Salma Hayek
Photographed by Mario Testino
Directed by Matthew Rolston

Milan, November 23, 2006 – Campari celebrates **Red Passion** through its new, bold and provocative "**Hotel Campari**" – an intriguing blend of art and advertising. "Hotel Campari" is an exciting mythical destination, starring Salma Hayek, that invites further exploration into the mystery, intrigue and passion of Campari. "Hotel Campari" can be seen in print, television commercials, online and a limited edition collectible Calendar in select markets worldwide.

"The secret ingredient in Campari is passion. I was amazed to experience that passion during the making of Hotel Campari by Mario Testino, Mathew Rolston and the wonderful creative team at Campari", explains Salma Hayek.

Campari has chosen an exceptional protagonist, the internationally renowned actress, director, producer, **Salma Hayek**, a symbol of sensuality but, at the same time, a muse with many passions and a distinctive personality. As an actress, Hayek adds excitement and sensuality to the world of "Hotel Campari" and aligns with Campari's sophisticated, stylish and distinctive image. Hayek's beauty and passion for work and life was a perfect fit for Campari, as expressed by photographer, Mario Testino and director, Matthew Rolston.

Bob Kunze-Concewitz, Group Marketing Director of Gruppo Campari states: *"Campari once more communicates passion in an absolutely coherent manner on an international basis. It is an holistic multimedia campaign that brings the brands' values to life through intriguing vignettes. Working with world renown artists like Salma Hayek, Mario Testino and Mathew Rolston to create Hotel Campari was magical".*

Campari Calendar 2007

'Hotel Campari' is presented in a collectible 2007 **Campari Calendar** that is now in its eighth edition. Intriguing and seductive vignettes are seen through the camera lens of World-famous photographer, **Mario Testino**. Testino was chosen by Campari and Salma Hayek for his ability to capture true, deep emotions and portray them in a cosmopolitan, sophisticated and timeless manner. The **Campari Calendar 2007** will be produced in a limited edition of **9,999 copies** with 14 distinct images and distributed worldwide.

"Working for such an iconic brand as Campari immediately appealed to me: passion, seduction, sensuality are all explosive elements. The challenge lay in capturing them in a photograph", declares Testino, *"however, Salma made my job even easier. She is a true icon: a perfectionist, careful, proactive and provocative",* adds Mario Testino.

International advertising campaign – Print and TV Commercials

Testino has succeeded in depicting an icon, representative of femininity and seduction in Hotel Campari, a magical place where anything can happen. As a result, 12 intense images will star in the international press campaign.

Salma Hayek's rich sensuality is expressed not solely through photography, but also through the artistic film direction of **Matthew Rolston**, who has succeeded in capturing bold and provocative Campari moments in two surprising **TV commercials**, which will fascinate viewers. The Mexican actress succeeded in expressing her fascinating sensuality via a game of exchanged glances. Campari acting as a catalyst in each ad.

"Hotel Campari is a really imaginative concept that takes the idea of boutique hotels, which are very sexy and exciting places, and marries it to a brand, Campari. Drinking Campari is about a moment of pleasure, of personal indulgence, it is also a moment of sharing pleasure with other people. In itself Campari is temptation, we tried to heighten this mood in a humorous way" says Matthew Rolston.

Hotel Campari – doors ajar, an atmosphere full of whispers, exchanged glances, an ethereal place in which dream and reality meet. Salma Hayek, dark eyes, crimson lips and a slow and haughty pace brings **Campari Red Passion** alive.

Hotel Campari can be further explored through the web, via www.hotelcampari.com.

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 US, Germany and Switzerland. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment stand out internationally renowned brands, such as Campari, SKYY Vodka and Cynar together with leading local brands, such as Aperol, CampariSoda, Glen Grant, Ouzo 12 and Zedda Piras and the Brazilian brands Dreher, Old Eight, Drury's. In the wine segment together with Cinzano, known world-wide, are Liebfraumilch, Mondoro, Riccadonna, Sella & Mosca and Teruzzi & Puthod all respected wines in their category. In the soft drinks segment are Crodino, Lemonsoda and its respective line extension dominating the Italian market. The Group has over 1,500 employees. The shares of the parent company, Davide Campari-Milano, are listed on the Italian Stock Exchange.

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The Protagonists

Salma Hayek. Academy Award nominated actress Salma Hayek has proven herself as a prolific actor, producer, director and social activist. Hayek has starred in such films as Julie Taymor's FRIDA, Robert Towne's ASK THE DUST and Robert Rodriguez's ONCE UPON A TIME IN MEXICO, DESPERADO and FROM DUSK TILL DAWN. She is currently serving as executive producer for the television show UGLY BETTY, based on the Colombian telenovela YO SOY BETTY LA FEA. UGLY BETTY is the number one new show of the season. In addition to her work, Hayek serves as the Avon Foundation's "Speak Out Against Domestic Violence" spokesperson which led her to testify in front of the US Senate encouraging congress to extend the Violence Against Women Act. The bill passed in Jan 2006. In addition, she is a member of Global Green and Youth Aids.

Mario Testino is regarded by the arts community as being one of the world's top fashion photographers. Peruvian by birth, Testino is based in London but is a citizen of the world, traveling the world photographing beauty, from Naomi Campbell to Lady Diana. The sophisticated eye of Testino, combined with the warm beauty of Salma Hayek thus summarizes the warm and inviting, but also ironic and provocative Italian style of Campari.

Matthew Rolston, based in Los Angeles, California, is a famous photographer whose inspirations are celebrities such as Andy Warhol and the Rolling Stones. His photographs have been exhibited in prestigious galleries and museums in America, Japan and Europe. He has also directed music videos with Janet Jackson, Madonna, Lenny Kravitz and other exceptional musicians and has directed TV commercials for Ralph Lauren, Gap, L'Oréal, Revlon and other international brands.

Campari is a contemporary classic. The recipe, which has remained unchanged and kept secret until nowadays, originated in Italy in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic aperitif obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its distinct colour, aroma and flavour, Campari has always been a symbol of passion - passion that expresses itself in terms of seduction and sensuality. These are the values that have made the Campari brand famous throughout the world.



HOTEL CAMPARI®

The outfits of Hotel Campari

The sparkling of jewels and spangles, notes of light against the all-black clothes, and the red of lips mingle with the Campari red of the glasses and iconic bottle. Salma Hayek as portrayed by Mario Testino becomes a femme fatale in the images published in the Campari 2007 calendar. At centre stage are the provocative body and the amazing languor of the gaze, an ingenuous Gilda look and an unmissable parallel with the unsettling charisma of another actress with Hispanic origins, Rita Hayworth.

Garments and jewels swathe the diva in a succession of designer labels, from **Ralph Lauren Collection** to **Cavalli**, **Narciso Rodriguez** to **Lanvin**; and jewels, primarily by **Bulgari**, here and there also leave space to **Cartier**. A precious source of light on clothes or body; necklaces embellishing her graceful neck or which, with magnificent solitaires, reveal a glimpse of plunging décolleté. Bracelets circle the wrists, pendant earrings add further riches to the lobes. The atmosphere is decidedly sensual and passionate.

The dark eyes of the beautiful Hayek are given depth via in retro style and long lashes. Shades of charcoal light up her gaze and make it even deeper. Her strength and femininity find a common meeting place in her peach-colored lips. Her hair, left free to fall over her shoulders, provides a soft wave to frame her face.

The midnight-colored garments make use of the precious glittering embroidery of Cavalli, plunging necklines and firm bustier from which emerges the actress's seductive cleavage. The Bulgari bracelet doubles up in two precious handcuffs that bind her wrists. Successive necklines form a series of deep, dramatic 'V's. Salma's body is impetuous and refined as the garments she wears.

We also find the sartorial touch of **Carolina Herrera**, bringing a touch of New York class, transforming a matador's jacket into a sexy blouse. Nor can we fail to note the simply-glam from the Ralph Lauren Collection, where sheen of silk has been rendered even more precious by the Bulgari necklace and bracelet. The power and femininity combination is again magnificently interpreted by **Alber Elbaz**, the iconic design of *maison* Lanvin. The gala evening minimalism of Narciso Rodriguez, with his post-modern bustiers, confers a touch of irony that accords well with a brand such as Campari.

Pleasure plays with power, and beauty transcends sight alone to appropriate all the other senses too. The magic of Campari.

HOTEL CAMPARI®

Italian style aperitivo

On the rocks, shaken, with a dash of soda or orange juice, in a Negroni or Americano, Campari has for over a century been at the heart of the *Italian* aperitif.

The imaginary of Campari has evolved, always remaining cool and fashionable, without betraying itself or changing in any way. Whether sipped in the Galleria in Milan at the turn of the century or partying in a loft in the Meat Packing District in New York, Campari has become one of the most enduring fashion phenomena of our time.

Thus, while in 1961, Lotte Lenya, in the role of a dark lady, sipped Negroni as she arranged meetings between gigolo Warren Beatty and the melancholic Vivien Leigh, in *The Roman spring of Mrs Stone*, Ernest Hemingway made sure to pass by the bar of Gaspare Campari for an Americano – ½ Campari, ½ Cinzano Rosso, a dash of soda, ice and orange zest. This was the name given to the cocktail in virtue of the number of Americans who, passing through Milan, took home the souvenir and the recipe, perpetuating the myth at home.

And it was beginning from the Americano that the Negroni was born: a legend states that the name and cocktail were the work of Conte Camillo Negroni, who used to add a touch of gin to his Americano. The count was what we would today call a trend setter and, in a short time, everyone began asking for the same drink at the Hotel Baglioni in via Tornabuoni, Florence. The cocktail soon emerged from Tuscany and officially became the Negroni: ⅓ Campari, ⅓ Cinzano Rosso, ⅓ gin and ice.

Today, in hip locations around the world, Campari is always present in what has over time become a Campari ritual: a moment for getting together, exchanging looks, seeing and being seen, relaxing and flirting together. It was in the 1920s that Camparino Bar, in Galleria Vittorio Emanuele II at the corner of Piazza Duomo in Milan, inaugurated the ever-popular fashion of the Aperitif, served with snacks, cold dishes and, of course, Campari.

The habit of an aperitif is deeply entrenched in Milan, as much as fashion and design. Tasty tidbits have developed over time as well, with the ritual being accompanied first with just crisps or olives and now with increasingly refined snacks. Campari witnessed the *dolce vita* and minimalism right up to the era of fusion, refined sound tracks and sushi bars. But while in Milan, the Campari ritual is a happening, and in Turin and Trieste a tradition. The rest of Italy has adapted itself as well, thanks to their sunny squares and mild climate with Campari being enjoyed in Genoa, in Naples and Rome even before lunch.

An Italian phenomenon? Not at all: once again, the parallel with fashion and design holds true. Italian, yes, but requested throughout the world. Campari is sought after in fashionable lounge bars and restaurants, be they in Berlin, Paris or Bali: in the Central European "Gendarmenmarkt", it is preferred in Orange version – ⅓ Campari, ⅔ orange juice and ice; in Paris's "Bound", customers enjoy it as a life-style symbol and at the tea "Ku de ta" on the splendid Balinese beach of Kuta with soda – iced Campari, a dash of soda, and an iced glass. The essence is always the same.

Cheers!

HOTEL CAMPARI®

The drinks

CAMPARI ON THE ROCKS

Campari

Ice

Slice of orange



CAMPARI SHAKERATO

Campari

Ice

Shake and serve



CAMPARI & SODA

Ice cold Campari

Soda

Frozen glass



CAMPARI ORANGE

1/3 Campari

2/3 orange juice

Ice



AMERICANO

Slice of orange

1/2 Campari

Ice

Soda

1/2 Vermouth Rosso Cinzano



NEGRONI

1/3 Vermouth Rosso Cinzano

1/3 Campari

1/3 Gin

Ice

Slice of orange





Credits

Campari Calendar 2007 and Print Advertising Campaign

Creative Agency	Lambesis
Client	Campari
Product	Campari
Titles	Hotel Campari
Creative Dir.	Chad Farmer
Production Company	Art Partners
Executive Producer	Sarah Dawes
Photography	Mario Testino
Shooting places	Paris, Hotel Park Hyatt and Renaissance Paris Vendome
Stylist	Camilla Nickerson
Hair	Marc Lopez
Make up	Tom Pecheux

Salma Hayek

Biography

Academy Award Nominee Salma Hayek has proven herself as a prolific actress, producer, and director, in both film and television. Hayek received an Academy Award Nomination, a Golden Globe Nomination, a SAG Nomination, and a BAFTA Nomination for Best Actress for the title role in Julie Taymor's *Frida*. Hayek was last seen in Robert Towne's *Ask the Dust*, alongside Colin Farrell and Idina Menzel. She will next star in Luc Besson's *Bandidas* opposite Penelope Cruz. The actress recently wrapped production on Todd Robinson's *Lonely Hearts* opposite John Travolta and James Gandolfini.

Hayek won an Emmy for her directorial debut, *The Maldonado Miracle* (which she also produced) which aired on Showtime and originally premiered at the 2003 Sundance Film Festival, and stars Peter Fonda, Mare Winningham, and Ruben Blades. Her most recent directorial project was a music video for Prince's single "Te Amo Corazon," which premiered in January 2006.

Hayek was last seen in Brett Ratner's *After the Sunset* with Pierce Brosnan and Woody Harrelson in November 2004. The actress starred opposite Antonio Banderas and Johnny Depp in 2003 in Robert Rodriguez's, *Once Upon a Time in Mexico*, the sequel to *Desperado*. Other films credits include: Mike Figgis' *Hotel* and *Timecode*, Kevin Smith's *Dogma*, the comedy *Fools Rush In* opposite Matthew Perry, *From Dusk Till Dawn* directed by Robert Rodriguez and written by Quentin Tarantino, Robert Rodriguez's *Desperado*, and *Breaking Up*, opposite Russell Crowe.

Hayek is the Executive Producer of ABC's highly rated new program *Ugly Betty*, based on the enormously successful Colombian series *Yo Soy Betty, La Fea* and starring America Ferrera. In 2001, she starred in and co-produced Showtime's, *In the Time of the Butterflies*, for which she was nominated for a Broadcast Film Critics Association's Award. Also produced by Hayek's Ventanarosa was the Mexican feature, *No One Writes to the Colonel*, directed by Arturo Ripstein, and based on the novel by Gabriel Garcia Marquez. *No One Writes to the Colonel* was selected for official competition at the 1999 Cannes Film Festival.

Born and raised in Coatzacoalcos, Mexico, Hayek studied International Relations in college in Mexico. Other Mexican credits include, *Midaq Alley*, based on a novel by Nobel Prize winner, Naguib Mafouz.

Hayek has also dedicated much of her time to social activism. She serves as the spokesperson for the Avon Foundation's *Speak Out Against Domestic Violence* program, which focuses on domestic violence education, awareness and prevention, as well as support for victims. Last year, she spoke in front the US Senate, encouraging its members to extend the Violence Against Women Act. This January, the legislation was passed, ensuring that 3.9 billion dollars will be allocated to thousands of domestic violence crisis and intervention agencies throughout the US. In April of 2005, Hayek visited the Artic Circle for the celebration of Earth Day, in an effort to bring attention to the dangers that global warming is putting on the lives of Inuit people and the rest of the world. In November 2005, she served as co-host alongside Julianne Moore at the Nobel Peace Prize Concert in Oslo, which honored Nobel laureate Mohamed el-Baradei and the UN's International Atomic Energy Agency. She is also part of the One campaign that singer and activist Bono created, as well as a member of Global Green, and Youth Aids.

Mario Testino

Biography

Mario Testino was born in Lima where he attended the American School of Lima and went on to study Economics at the Universidad del Pacifico, Law at the Universidad Catolica and International Relations at the University of San Diego California. From Peru he moved to London and began his formal training in Photography.

Mario travels extensively shooting for American, British, French *Vogue*, *Vanity Fair*, and *V Magazine*. He has photographed many celebrities and he has also received special commissions to photograph The Prince of Wales, Prince William, Prince Harry and Her Majesty Queen Rania al Abdullah of Jordan.

He has contributed to the images of leading fashion houses such as: Burberry, Gucci, Michael Kors, Calvin Klein, Givenchy, Valentino, Sonia Rykiel, Yves Saint Laurent, Versace, Paul Smith, Ralph Lauren, Tommy Hilfiger, Missoni and St John. He has photographed beauty and fragrance campaigns for Estée Lauder, Gucci, Clinique, Lancôme, Davidoff, Valentino, Dolce & Gabbana and Shiseido.

Solo exhibitions of Mario Testino's work include Bunkamura Gallery in Tokyo, September 1997; the Galleria Raucci/Santamaria in Naples, June 1998; Fundação Armando Alvares Penteado in Sao Paulo, August 1998; Mary Boone Gallery in New York, November 1998, Visionaire Gallery in New York, September 1999; Timothy Taylor Gallery in London, September 1999; Vedovi Gallery in Brussels, October 2000; Charlotte Lund Gallery in Stockholm, March 2002; Timothy Taylor Gallery in London, September 2003; Ramis Barquet gallery in Monterrey Mexico, September 2006; Phillips de Pury in New York and Paris, in 2006. In addition he has been the curator of exhibitions such as *Instinctive* at the Andrea Rosen Gallery in New York, December 2004 and *Photo London* at the Royal Academy in London, May 2005. His latest solo exhibition is Diana Princess of Wales at the Kensington Palace in London.

His exhibition "Portraits" first opened at the London National Portrait Gallery in 2002 and still continues its tour across the world; it is currently exhibited at the Antiguo Colegio de San Ildefonso in Mexico City.

Book projects include: *Any Objections?*, published in 1998 by Phaidon Press; *Front Row / Backstage*, published by Bulfinch in 1999; *Alive* also published by Bulfinch in 2001, *Portraits* published by the National Portrait Gallery and *Kids* published by Scriptum Editions in 2003 from which proceeds were donated to the charity *Sargent Cancer Care for Children*; *Women to Women: Positively Speaking* which was launched in 2004 in collaboration with Marie Stopes International, Interact Worldwide and the UNFPA (United Nations Population Fund) called to help raise awareness of women living with HIV/AIDS and *Diana Princess of Wales by Mario Testino at Kensington Palace* published by Taschen in 2005.

Mario is a doctor emeritus of the University of the Arts London and was awarded the Rodeo Drive Walk of Style Award in March 2005.

Matthew Rolston

Biography

Matthew Rolston was born and raised in Los Angeles under a spell cast by the myth of Hollywood. He studied drawing and painting at "nearly every art school in California", among them: Otis Parsons, in Los Angeles, and the San Francisco Art Institute. Later, his studies took him to Art Center College of Design in Pasadena, where he developed his talents as a photographer.

His still photography work for prestigious magazines, including Harper's Bazaar, Interview, and Rolling Stone, highlighted his visual panache and control of detail. Virtually every celebrity from the film, music, and television arenas have been captured the perfection by Rolston. His photographs have been exhibited at galleries across the country, internationally, at the Smithsonian Institute in Washington, D.C., and at the Whitney Museum of America Art, in New York. In Addition, a collection of his photographs , "Big Pictures", was published in 1991 by Bullfinch Press.

Rolston has now expanded his savvy for classic composition and style by working as a director, creating iconic music videos for artists such as Madonna, Lenny Kravitz, Faith Hill, Beyonce Knowles, and Mary J. Blige, among many others. He has also created influential commercial campaigns for the likes of L'Oreal, Revlon, Gap, Old Navy, Polo, Levi's, and Milk.

His work remains infused by a coterie of influences: the famed photographer George Hurrell, early Hollywood director Josef von Sternberg, and costume designers Adrian and Travis Banton, all of whom, according to Rolston, "invented Hollywood style".



CAMPARI CALENDARS 2007- 2000

2007

Photographer

Mario Testino

Model

Salma Hayek

2006

Photographer

Giovanni Gastel

Model

Martina Colombari

2005

Photographer

Giovanni Gastel

Model

Elena Rosenkova

2004

Photographer

Pierpaolo Ferrari

Model

Carolina Bittencourt - Women

2003

Photographer

Stefano Gilera

Model:

Magda Gomes

2002

Photographer

Adrian Hamilton

Models

Magda Gomes:

May - July - August - September - November - December

Marika Svensson:

January - February - March - April - June - October

2001

Photographer:

Andrea Varani

Model:

Ralitza Baleva

2000

Photographer

Adrian Hamilton