



## **Campari Milano: the aperitif in twelve stories and a face**

### ***Milan, the players and the sets of the Campari Calendar 2010***

*Protagonists, Campari & Olga Kurylenko*  
*Photographer, Simone Nervi*  
*Set, Milan*

**Milan, October 8<sup>th</sup>, 2009 – The Campari Calendar 2010 is a story. Milan**, at once dynamic, languid and demanding, is the common thread and background to the stories that the photos taken by **Simone Nervi** represent. In every shot, the subject, the Campari woman interpreted by the seductive **Olga Kurylenko**, is reinvented with new passion and, of course, a Campari aperitif. Through the calendar, Olga is transformed, and with her the city, the only constant being the passion of the 12 Campari women she interprets.

**Campari Milano, Campari's eleventh calendar**, speaks to us through the simple but captivating, modern and sophisticated fascination of places, intriguing moments and the city's most absorbing ritual: the aperitif. In this series of dramatic images, Campari takes centre stage, breathing passion into every picture.

We are on the historic tram 609. Olga is at the centre of the action. We follow her. Little by little Milan reveals itself to us, and together with Campari, creates the setting for every shot. Campari and Milan, resolute and seductive, both live in the gaze of Olga Kurylenko. Like the Campari woman, Milan shows and hides itself, winks and withdraws, daring us to continue following her.

This is how the story of Campari Milano begins.

Our muse is observed by men won over by her audacity, accompanying her through the city streets, its fashion studios, apartments and most elegant private gardens, some of the most symbolic spots for aperitifs. The fountain in Piazza Cairoli, Sforza Castle, the historic dairy in via Vigevano, the centre of bohemian Milan, and the central station are tinged with red.

*"Olga was a natural choice: an international actress, with great charm, grace, elegance and sensuality that represents the perfect incarnation of the Campari brand", says **Bob Kunze-Concewitz, CEO of Gruppo Campari**. "Olga is the ideal woman to embody and express the worlds, values and naturally the passion of Campari."*

**Olga Kurylenko** came to international fame as the character 'Camille' in the most recent James Bond film *Quantum of Solace*, which followed her success in films as diverse as *Paris Je T'Aime*, *The Ringfinger*, *Max Payne* and *Hitman*. She returns to the big screen in 2010 in the action adventure film *Centurion*, by Neil Marshall, and in the leading role in the Franco-Israeli thriller *Kirot*. She also will be seen starring in the role of 'Ildiko' Roland Joffe's latest film *There Be Dragons*, currently filming in Argentina. Her future projects include a leading role in an yet untitled Terrence Malick project.

*"It was a truly unique experience. I was delighted and intrigued by Campari's proposal: to play the Campari woman and interpret the essence of Red Passion. For me, Red Passion is a lifestyle full of vitality and confidence, it's about feeling and expressing emotions. I have a great passion for life and for the work that I do, I enjoy being constantly active. For this*



*reason, I feel a sense of affinity with Campari, which like me is dynamic, passionate and cosmopolitan."*

In keeping with its experimental approach to the arts, Campari chose the young up-and-coming Italian photographer **Simone Nervi** to immortalise the beautiful Olga Kurylenko. He works with image and bodies, moulding and changing them to show the observer his deep passion for reality, its form and representation. *"Working with Campari and with Olga was an opportunity to experience a host of new stimulus",* says Simone Nervi. *"Campari's passion in the world of the aperitif, the imposing backdrop of Milan and Olga's chameleon-like magnetism are the natural protagonists of the photos. The use of digital technology – which is a distinguishing feature of my work – allows me to accentuate the contemporary and compelling world of the aperitif, the creator of which Campari undisputedly takes centre stage".*

**A limited run of 9,999 copies of the Campari Calendar 2010 is being printed, to be distributed worldwide.**

The *Campari Milano* concept was devised by **MRM Worldwide Italia**, the Digital Thinking Agency of the international IPG group led by Michele Sternai. Working side by side with Simone Nervi on the project were art director Stefano Cairati and copywriter Emilia De Bartolomeis, with Alex Brunori as executive creative director. The executive production has been executed by **Les Enfants** production.

***One woman. One city. One drink.  
Endless possibilities.***

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

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

**TO DOWNLOAD HIGH RESOLUTION IMAGES OF THE CALENDAR AND THE BEHIND THE SCENES VIDEO PLEASE VISIT**

[HTTP://WWW2.PRNEWSWIRE.COM/MNR/PRNE/GRUPPOCAMPARI/37556/](http://www2.prnewswire.com/mnr/prne/grupprocampari/37556/), WHERE YOU WILL ALSO FIND ALL THE CAMPARI MILANO PRESS MATERIAL.

**TO DOWNLOAD HIGH RESOLUTION IMAGES OF THE BEHIND THE SCENES PLEASE VISIT**

<https://www.image.net/xads/actions/login.do> IN THE EVENTS AND FASHION CATEGORIES.

**FROM OCTOBER 9<sup>TH</sup> WILL BE AVAILABLE ON [ftp.mycampari.com](http://ftp.mycampari.com) IMAGES OF THE EVENT LAUNCH:**

**USERNAME: MEDIA**

**PASSWORD: RELATION**

**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, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, CampariSoda, Cynar, Glen Grant, Ouzo 12, X-Rated, 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 Liebfraumlilch, 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 2,000 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. [www.camparigroup.com](http://www.camparigroup.com)



For further information:

**Gruppo Campari**

Chiara Latella – Communications & International PR Specialist  
Tel. +39 02 6225551  
chiara.latella@campari.com

**Campari Central Europe**

Heiko Fabian  
Tel. +49 (0)89-210 37-125  
heiko.fabian@campari.com

Manuela Hoflich  
Tel. +49 (0)89-210 37-132  
manuela.hoflich@campari.com

**Campari Italy**

Paola Baravalle  
Tel. +39 02 6225585  
paola.baravalle@campari.com

Alessandra Ciuccarelli – Cohn & Wolfe  
Silvia Minoggio – Cohn & Wolfe  
Tel. +39 02 20239.1  
alessandra.ciuccarelli@cohnwolfe.com  
silvia.minoggio@cohnwolfe.com

**Campari South America**

Luciana Moreno  
Tel. +55 11 4133.5053  
luciana.moreno@campari.com

Celso de Souza - XPress  
Tel. 5511. 2898.7465  
celso.souza@xpressonline.com.br

Juliana Medrano - XPress  
Tel: 5511 2898.7495  
juliana.medrano@xpressonline.com.br

**Campari International**

Clara Melchers  
clara.melchers@campari.com  
+377 93100880

**Campari North America**

Dave Karraker - SKYY SPIRITS  
Tel. 415-315-8082  
dave.karraker@skyy.com

Lauren Lundy - The Rose Group  
Tel. 310-280-3710  
lauren@therosegrp.com



## **Credits Campari Calendar 2010**

<b>Star</b>	Olga Kurylenko
<b>Photographer</b>	Simone Nervi
<b>Campari Team</b>	Cesare Vandini Julka Villa
<b>MRM Worldwide Italia</b>	Alex Brunori Stefano Cairati Emilia De Bartolomeis
<b>Executive Production</b>	Enrica De Biasi - Les Enfants
<b>Stylist</b>	Emily Lee
<b>Make-up artist</b>	Nando Chiesa
<b>Hair stylist</b>	Maurizio Kulpherk
<b>Set designer</b>	Charlotte Mello Teggia
<b>Fashion Houses</b>	Fendi Dainese Gianfranco Ferrè Giuseppe Zanotti Design Gucci Jil Sander La Perla La Perla Black Label La Perla Pret-a Porter Michela Bruni Reichlin René Caovilla Seduzioni Diamonds by Valeria Marini Sharra Pagano Valentino Vhernier



**Interior decorations**

B&B Italia  
Cassina  
Ducati  
Edra  
Flos  
Flou Gold  
Roda  
Wunderkammer Studio

**Locations**

Bulgari Hotel di Milano  
Café Metropolis  
Gattopardo Café  
Hotel Nhow  
Latteria Via Vigevano  
Le Banque  
Piazza Castello  
Piazza Duca D'Aosta  
Historical Urban Railway 609