



Campari Art Label

***A gift for the lovers of Campari: three artworks in limited edition
to celebrate the 150th anniversary of the brand***

Sesto San Giovanni, March 2010 - For [Campari](#)'s 150th anniversary, an ambitious and innovative project focuses on its label, one of the distinctive and fundamental elements of this iconic aperitif.

[avaf](#), [Tobias Rehberger](#) and [Vanessa Beecroft](#) are the three contemporary international artists, selected by the curator Caroline Corbetta, who have taken part in the ***Campari Art Label Project*** which aims at confirming and resuming the link between the brand and art in all its multiple forms. Campari has chosen to thank its own consumers selling bottles with artistic labels, real works of art, in limited edition.

The *Campari Art Label* project offered the three artists the possibility to express their personal interpretation of Campari in the label. Starting from the essence of the colour red and from the achievements obtained by this internationally famous aperitif, the artists created three different art works featuring three diverse aesthetic identities.

*"This project represents the occasion to give a memento of our 150th anniversary to our consumers - says **Cesare Vandini, Group Marketing Director, Gruppo Campari**. This milestone anniversary is a starting point not a finishing post. Tradition has allowed us to look at Campari as a continuously evolving brand and our goal is to continue to establish ourselves as a pioneering leading brand, dictating and interpreting new trends and cultures."*

Campari has commissioned to **avaf, Tobias Rehberger** and **Vanessa Beecroft** the task of delivering a message that goes beyond the art language in order to involve a wider audience. These artists have been already hallowed by their participation to the most important art exhibitions, from the Venice Biennale, the Bienal de São Paulo to several art shows at the most prestigious museums of the world

such as the MoMA, the Guggenheim in New York, the Moderna Museet in Stockholm or the Kunsthalle in Basel.

The three labels are different but complementary and together they create an exclusive collection that describes the various facets of the universe of Campari.

avaf, an art collective who label themselves as “nomads”, presents an extravagant and cross-bred artwork, a typical example of their style. Their interpretation translated into a strong and independent female image a cross-breed between the jazz singer Nina Simone and the Egyptian queen Nefertiti: *“We wanted to enrich the Campari female world – explains avaf – to create something like a goddess, an icon.”* Like Campari, avaf has a small secret: Campari has been keeping its recipe strictly confidential since its origins; this collective’s mystery is the fact that only one spokesman appears in public and he is always disguised by masks realized by the artists of the group.

Even **Vanessa Beecroft**, the well-known artist celebrated for her *performances* and her watercolours, expressed her own art for Campari focussing on the female image, coherent with her art vocation that uses women’s prototypes to project the artist’s own image. She imagined an ethereal female character wrapped in a fantastic head of hair, red, like the glass of Campari she is holding. *“A symbol of beauty, elegance and charm, gifts that Campari has been giving to the public for 150 years”* states Beecroft.

Tobias Rehberger completes the artistic picture of *Campari Art Label*: his neo-rationalist world comes to life by means of digital design. His Campari label is built around the concept of a “magic potion”, a “bewitched beverage” emphasized by the bright colours employed in his art work. *“My work is abstract and it is open to various interpretations, like Campari. Similarly to my work, a Campari is like no other existing drinks: it is unique and well recognizable even when mixed in cocktails. My works are alike for their uniqueness”* explains Rehberger.

The Campari bottles with the artistic label will be marketed in limited edition at international level in three sizes of 0,70, 0,75 cl and 1l, from March 2010

Note to Editors

For additional information on Campari, please visit Brands History page
www.camparigroup.com/en/press_media/history_communication/campari_html.jsp

To download high resolution images of Campari Art Label, please visit
www.camparigroup.com/en/press_media/image_gallery/campari_download.jsp

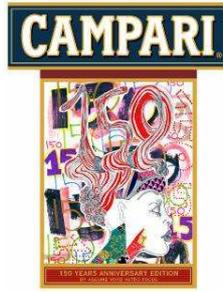
Gruppo Campari

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 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 2,000 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

Press Contacts

www.camparigroup.com/en/press_media/press_contacts/press_contacts.jsp



assume vivid astro focus

biographical notes

assume vivid astro focus (avaf) label themselves «an international art collective with artists born anytime between the 20th and 21st centuries in various part of the world and nomads».

Extravagance, nomadism and cultural crossbreeding are the passwords of a collective who, depending on the project, seeks the collaboration of far away artists and friends, whose distance is both professional and geographical, but who share the spirit of the globalized digital world.

They succeed in communicating to the vast and heterogeneous art public through cross collaborations: from the visitors of the most important museums and biennales where they show their gripping sculptures, installations and wallpaper designs, which completely transform the look of the venues. They also participate to music festivals through their collaboration with the musician Black Meteoric Star. Thanks to the cultural background of one or the founders of the collective, the group's aesthetic value reflects the style and colours of Brazil, lending a typical expressive power and liveliness to their art works.

avaf has had solo and group exhibitions all over the world, at some of the major international institutions, such as the MoMa of New York (2007-2008), the Athens Biennale (2007), the Museum of Contemporary Art (MCA) of Chicago, the Museum of Contemporary Art Tokyo (MOT) (2007-2008), Art Basel Miami Beach (2007) and Frieze Art Fair of London (2004). They created a public art project in Central Park, New York, sponsored by *The Public Art Fund* in collaboration with the Whitney Biennial (2004) and personal exhibitions at: Kunsthalle, Vienna; John Connelly Presents, New York; Deitch Projects, New York; Galeria Triângulo, São Paulo Brasil; Hiromi Yoshii Gallery, Tokyo and Galleria Massimo de Carlo, Milan. assume vivid astro focus has recently taken part in the 29th São Paulo Bienal (Brasil). The head figures of avaf live and work in Paris and Berlin.



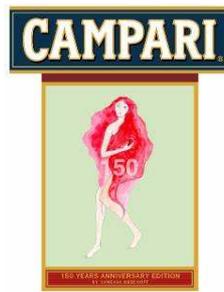
Tobias Rehberger

biographical notes

Tobias Rehberger was born in Esslingen, Germany in 1966. He is one of the most influential German artists of his generation. Today he lives in Frankfurt where he is Professor at the Städelschule, the famous academy of fine arts.

Since his début in the Nineties, Rehberger has been creating sculptures as lamps, furniture, murals, fabrics but also real rooms where the combination between art&design is ambiguously inseparable and becomes the receptacle of various linguistic influences. Rehberger turns his art work into something functional giving a meaning to it and creating a connection between art and our time that is de facto interdisciplinary.

«Everyone has its own vision about art. I create only suggestions» says Rehberger, who has created the bar cafeteria for the new Palazzo delle Esposizioni, for the 53rd Exhibition of the Venice Visual Art Biennale (September 2009). It is a gathering place to enjoy, but at the same time, an aesthetic and social experience that was awarded the highest recognition, the Golden Lion for the Best Artist of the Exhibition. He also took part in other well-known International art events: Skulptur Projekte (Münster 1997), Manifesta 2 (Luxembourg 1998), Berlin Biennale (1998). Moreover he had solo show in some of the world's leading art institutions such as the Basel Kunsthalle, the Museum of Contemporary Art, Chicago, the Moderna Museet, Stockholm the Reina Sofia Museum, Madrid, the Stedelijk Museum Amsterdam and the Fondazione Prada, Milan.



Vanessa Beecroft biographical notes

Despite her name, Vanessa Beecroft is Italian; she was born in Genoa in 1969. In the early 1990s, following the completion of her studies at the Brera academy and after some early exhibitions in Milan, she moved from Italy for the United States, where she still lives. It was there that she started to acquire international fame thanks to her striking live performances and the videos and photos documenting them. To date Beecroft has created 65 performances, presented as a challenging series of variations on a theme. In the early performances she showed groups of virtually identical girls who, like living statues, silently and solemnly faced the audience, creating an atmosphere of tension, a mixture of voyeurism, vulnerability, desire, shame, and detachment. The cast of later performances has expanded to involve marines, illegal immigrants, stand-ins for victims of genocide in Darfur, and other homogeneous groups in museums, art galleries, and public spaces. With her female models (considered by many people as self portraits in the same way as the drawings and paintings she creates alongside the performances), Vanessa Beecroft has created performances that have transfigured some of the iconic locations of our time, such as the Guggenheim Museum or JFK airport in New York. Other performances have taken place at many of the most important international art events such as the Venice Biennale (1997, 2001, 2007), the Whitney Biennial, the São Paulo Bienal, the Sydney Biennale as well as many of the most well-known institutions of modern art such as the Moderna Museet, Stockholm and the Neue Nationalgalerie, Berlin. Her work has even conquered the fashion industry, which has invited her to create a series of projects, for example, the VB22 for the Miu Miu Store in New York (1996) and VB56 for Louis Vuitton in Paris (2005). Besides continuing to engage in collaborations in creative fields similar to art, such as the performance recently created for the launch of the latest album by Kanye West, for some years Africa, its conflicts and people, has been a prominent focus of her work.



Caroline Corbetta

biographical notes

Caroline Corbetta is an art critic and independent curator.

Her practice is particularly focused on the scouting of new artists.

After formative experiences at Castello di Rivoli and The British School at Rome in 1997 and, subsequently, at the Studio Guenzani, Milan and the Alison Jaques gallery in London, she starts her activity as independent curator, art critic and cultural journalist. Since 1999 she regularly writes for *Vogue Italia* and *L'Uomo Vogue (Condè Nast Italia)* with her monthly column "Want to Bet who's the Next Talent?" and since March 2008 she curates the column "Cose d'Artista" for *Ventiquattro*, a monthly cultural supplement to the most important Italian economic newspaper *Il Sole 24 Ore*.

She is contributing to several International magazines including *Domus*, *Flash Art*, *Frieze*, *Mousse*, *Tema Celeste*, *Boiler*, *ArtReview*, *Artpress*, *Art Moscow Magazine*, *L'Art Môme*. She has been Associate Editor to *NU: the Nordic Art Review* and she is Corresponding Editor from Milan for *Contemporary magazine*, London.

Her features often draw interdisciplinary correspondences between visual arts, design, cinema, fashion, and architecture.

Parallel to her activity as a writer, she works free-lance as a curator collaborating with International and Italian institutions such as:

- * Performa 09, The 3rd Biennial of new visual art performance, New York, November 2009
- * Moderna Museet, Stockholm (*Dali Dali featuring Francesco Vezzoli*, 2009-2010)
- *CACT, Contemporary Art Center Thessaloniki (*I'M ONLY HUMAN. Contemporary videoart*, 2007)
- *IED, Istituto Europeo di Design/Milan City Council (*Fashion in Action*, 2007)
- *Frieze Art Fair-VIP programme/Artprojx, London (*Because it is wonderful to live. Nathalie Djurberg*, 2005)
- *GAM, Galleria d'Arte Moderna, Bologna (*Jesper Just, Genderbender Festival*, 2005);
- **Momentum. The Nordic Festival of Contemporary arts*, Moss, Norway(2004)
- * UKS, Oslo; (*Italianamente*, 2003)
- *Galleria Civica Montevergini, Siracusa (*Full Contact*, 2003)
- *Galleria Gio' Marconi, Milan (Nathalie Djurberg, 2005 + *On the Top of the World. Six artists from the Nordic Countries*, 2002)
- *1' Valencia Biennale, 2001 (Videorom section)



*Palazzo delle Papesse Centro di Arte Contemporanea, Siena (*Io e Caterina*. Letizia Cariello + *Interferenze*. Nordic Countries, 2001).

In 2007 she wrote a best-selling monography dedicated to Carsten Höller published in the *Electa/Supercontemporanea* series edited by Francesco Bonami.

She has been a member of several International juries: *Premio FURLA per l'Arte 2007*, *Diesel Wall. Temporary Art Award*, Milano, 2004, and *Nordic AiR 2003*, The Nordic and Baltic residency Network for Visual Artists (NIFCA, Helsinki). She's currently a member of the board for the prize *Emerging Talents* launched by Centro di Cultura Contemporanea Strozzi (CCCS), Firenze. And she's worked as a selector, together with Daniel Birnbaum (Director of the 2009 Venice Biennale), for the 2009 edition of *Premio FURLA per l'Arte* where their nominated artist, Alberto Tadiello, won the first prize.

She gave lectures in cultural institutions such as Nuova Accademia Belle Arti (NABA), Milano, 2008; Courtauld Institute of Art, London, 2007; Artissima, Torino; Konstfack, Stockholm, 2007; GAM, Galleria d'Arte Moderna, Bologna; 2005 PAC, Padiglione d'Arte Contemporanea, Milano, 2003.

She has taught History of Contemporary Art and Phenomenology of Contemporary Art at the Carrara Academy in Bergamo (2004-2006), and Curatorial Strategies at the Curators Master at the Accademia della Belle Arti di Brera, Milan.