



Campari Celebrates 16 years of the iconic Campari Calendar

The journey of the famous Campari Calendar began in the year 2000. The start of the new Millennium is marked with the birth of the Campari Calendar: what would become an illustrious piece of communication for the brand. **Passionate sophistication is the *fil rouge***; the shared attribute linking each different edition of the **Campari Calendar**. Each Calendar is unique in its own way and every year the creative theme, the choice of the star and the artistic treatment of the images by the photographer, collectively bring to life the essence of the brand – passionate, charismatic, intriguing and above all extremely contemporary. The Calendar is designed to inspire fresh insight into the world of Campari, guiding fans through an evocative journey of pleasure that makes them to fall in love with the brand over and over again.

The images in the first years of the Campari Calendar build a fictitious, surreal and imaginary world, enveloped in sensuality and passion. In the later years, the Calendar's images evolve to portray aspects which are more concrete and tangible, without losing their element of fantasy and originality. Campari Calendar images progressed to increasingly project the charismatic attitude which characterizes the world of Campari.

In the first edition of the Calendar, each shot of the star depicts a part of her body wearing a dazzling red accessory or clothing item. The following editions are typified by a similar fantasy-inspired concept, uniquely represented each year, with the common elements of the Campari bottle and a beautiful woman. The 2006 calendar represents a shift in the Campari world which has appeared imaginary up until this point. Italian diva, **Martina Colombari** (captured by acclaimed Italian fashion photographer **Giovanni Gastel**) brings Campari to life through a series of ironic and lively shots which feature both her and the Campari bottle dressed in various original outfits designed by Moschino. Meanwhile, 2007 welcomes us to Hotel Campari, a mysterious location, wherein the gorgeous **Salma Hayek** sleekly portrays the epitome of passion, photographed by **Mario Testino**.

Moving into more recent years, the calibre of the talent featuring in the Calendar has gone from strength to strength, with A-list stars including Benicio Del Toro in 2011, the very first ever man to be depicted in the Calendar, **Milla Jovovich** in 2012, **Penelope Cruz** in 2013 and the incredible **Uma**



Thurman in 2014 all taking the lead on this incredible project. Continuing to innovate the Calendar has been at the forefront of each new year and with every edition comes a new, inspiring theme that is designed to capture the essence of the brand and the world in which it is situated.

The 2013 Calendar entitled *Kiss Supersition Goodbye*, takes the audience on a stunning visual voyage through a series of intriguing and mystical superstitions, such as black cats, broken mirrors, walking under ladders as well as walking on cracks. The 2014 Calendar, captured by the esteemed fashion photographer, Koto Bolofo, sees Uma Thurman situated in a series of *Worldwide Celebrations*, with each month focusing on a unique festival from a number of different cultures around the world. Through this intriguing theme, Campari highlights how cultures around the world have become more global than ever before, and reinterprets each celebration through its spirit made of passion, style and charisma.

The Campari Calendar has become a contemporary creative expression, which simultaneously maintains Campari's communication tradition, drawing on the boldness and expressivity for which Campari is renowned as well as the artistic appeal that has been present throughout its rich history of communication.

Celebrating the 2015 Calendar

This year's iconic Calendar, entitled '**Mythology Mixology**', is dedicated to celebrating Campari's unique and colourful history and the intrinsic stories linked to twelve of its best-loved classic cocktails. The star of this year's Calendar is the Hollywood actress **Eva Green** and was shot by the esteemed fine art photographer, **Julia Fullerton-Batten**.



CAMPARI CALENDAR TIMELINE

2014 - 2000

2015

Star, **Eva Green**

Photographer, **Julia Fullerton-Batten**

Theme: **Mythology Mixology**

Campari offers an unexpected yet contemporary reinterpretation of how 12 of its most famous cocktails were born

2014

Star, **Uma Thurman**

Photographer, **Koto Bolofo**

Theme: **Worldwide Celebration**

Campari explores 12 of the most intriguing and vibrant celebrations from around the world

2013

Star, **Penelope Cruz**

Photographer, **Kristian Schuller**

Theme: **Kiss Superstition Goodbye**

Campari explores and defies the world of mystical superstitions

2012

Star, **Mila Jovovich**

Photographer, **Dimitri Daniloff**

Theme: **It's the End of the World, Baby!**

Inspired by ancient Mayan culture which predicted the world would end on 21st December 2012 and enter a transformative period, Campari's answer to this 'gloomy' imaginary is to react, in an energetic and positive way, without compromises, in countertendency with the main stream.



2011

Star, **Benicio del Toro**

Photographer, **Michael Comte**

Theme: **The Red Affair**

Campari tells an intriguing story of charismatic art connoisseur, Del Toro, who receives a mysterious message which sets him on a fascinating adventure

2010

Star, **Olga Kurylenko Agonistica**

Photographer, **Simone Nervi**

Theme: **Campari Milano**

One Woman. One City. One Drink. Endless Possibilities. The Calendar explores the cities most beautiful ritual – the aperitif

2009

Star, **Jessica Alba**

Photographer, **Mario Testino**

Theme: **Club Campari**

Campari fans are invited to an exciting destination where magic and temptation prevail in a sophisticated, but playful atmosphere of Club Campari

2008

Star, **Eva Mendes**

Photographer, **Marino Parisotto**

Theme: **Campari Tales**

An adult, glamorous and glossy story book – 12 fairytales, one enchanted story

2007

Star, **Salma Hayek**

Photographer, **Mario Testino**



Theme: **Hotel Campari**

*A mythical destination that invites further exploration into the mystery,
intrigue and passion of Campari*

2006

Photographer, **Giovanni Gastel**

Star, **Martina Colombari**

2005

Star, **Elena Rosenkova**

Photographer, **Giovanni Gastel**

2004

Star, **Carolina Bittencourt**

Photographer, **Pierpaolo Ferrari**

2003

Star, **Magda Gomes**

Photographer, **Stefano Gilera**

2002

Stars: **Magda Gomes**, May - July – August - September - November - December

Marika Svensson, January - February - March – April - June – October

Photographer, **Adrian Hamilton**

2001

Star, **Ralitza Baleva**

Photographer, **Andrea Varani**

2000

Photographer, **Adrian Hamilton**