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**CAMPARI**

**RED**

*Diaries*

EVERY COCKTAIL  
TELLS A STORY

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PRESS KIT

24.01.2017



**CAMPARI**

PRESENTS

STARRING  
**CLIVE  
OWEN**

# KILLER IN RED

WRITTEN AND  
DIRECTED BY  
**PAOLO  
SORRENTINO**

EVERY COCKTAIL  
TELLS A STORY

GRUPPO CAMPARI PRESENTS

"KILLER IN RED" STARRING CLIVE OWEN WITH CAROLINE TILLETTE AND TIM AHERN STORY BY J. WALTER THOMPSON MILAN PRODUCED BY FILMMASTER PRODUCTIONS  
ORIGINAL MUSIC BY LELE MARCHITELLI COSTUME DESIGNER CARLO POGGIOLI EDITED BY CRISTIANO TRAVAGLIOLI PRODUCTION DESIGNER ANDREA ROSSO DIRECTOR OF PHOTOGRAPHY DARIA D'ANTONIO  
SCREENPLAY BY PAOLO SORRENTINO DIRECTED BY PAOLO SORRENTINO



EXCLUSIVE: THE STORIES BEHIND CAMPARI **RED DIARIES**  
**2017** & SHORT FILM **KILLER IN RED** ARE UNVEILED  
 CLIVE OWEN AND PAOLO SORRENTINO LEAD (R)EVOLUTION  
 TO FILM FOR CAMPARI **RED DIARIES 2017**

**Rome, 24th January 2017** – Today, Campari is officially unveiling the full campaign and the many stories that make up **Campari Red Diaries**; a holistic (r)evolution to the late Campari Calendar - in Rome - the symbolic hub of Italian cinema.

Representing a step-change in the brand's communication, **Campari Red Diaries** is a multi-layered campaign that brings to life the powerful ethos that "every cocktail tells a story", celebrating cocktails as a powerful vehicle for expression by shining a light on the influences that inspire bartenders to share their craft. **Killer in Red**, the pivotal piece of the project, is a brilliantly executed short film directed by the Italian internationally-renowned award winner, **Paolo Sorrentino** and starring Hollywood actor, **Clive Owen**.

Set in a high-end bar, the typically Sorrentino-esque noir sees Golden Globe winner Clive Owen move from ordinary man to take on the guise of Floyd, a notorious bartender back in the early 1980s, as Clive's character imagines the story behind the creation of the eponymous cocktail creation, the **Killer in Red**. The film moves between two time periods, brilliantly portraying the high-energy zeitgeist of the time using a cast of more than 170 and through the use of original costume from the era.

According to legend, Floyd has a talent for reading his clients and crafting them with the perfect cocktail for their character – as the story unfolds this so-called talent soon introduces him to 'The Red Lady', played by French/Swiss actress, **Caroline Tillet**. Yet, as the story develops, the audience

begins to suspect that the 'Lady in Red', is far more complex than Floyd could ever have expected. As with many of Sorrentino's films, the film's ending leaves the audience with the intrigue to draw their own conclusions, while reinforcing Campari's ethos that every cocktail tells a story, with the bartender serving as the narrator.

**Killer in Red** is the ignition of the masterful campaign, yet the Campari Red Diaries journey is about bringing to life the artistry of bartenders in an authentic way. **12 cocktail stories** created by some of the leading bartenders from all around the world, with each brought to fruition through the medium of video by young and emerging Italian director **Ivan Olita**. Viewers are guided through the magic behind the creation of each Campari cocktail, placing the culture of mixology and its many facets centre-stage. Each of the stories captures the personality of the bartender and their narrative in an intimate fashion, absorbing the audience in the very same way that one is absorbed when choosing a cocktail.

Keeping with the tradition of the Campari Calendar of days gone by, as well as to ensure **Campari Red Diaries** is a true (r)evolution, the **Killer in Red** protagonists and the bartenders behind each of the **12 cocktail stories**, are to be immortalised with the creation of the **Campari Red Diaries Calendar Book**, shot by acclaimed Argentinian photographer, **Ale Burset**, who captures and encapsulates the true essence behind each story and its narrator. As in previous years, only 9,999 copies have been printed and will not go on sale but will be internationally distributed to friends of Campari around the world as a memoir.

## CLIVE OWEN

**KILLER IN RED** STAR AND PROTAGONIST



*"Campari Red Diaries was a very easy project to say yes to - I loved the fact it was a short film with a proper story as opposed to a commercial, while the fact it was being directed by Paolo Sorrentino was also a great attraction. I think Sorrentino is one of the best directors out there – an imaginative visionary."*

## PAOLO SORRENTINO

**KILLER IN RED** DIRECTOR AND SCREENWRITER



*"I am proud to have been involved in this Campari project for two reasons - mainly because of all the other incredible artists that had the privilege to work with the brand in the past - my name is now mentioned in the same breath as Depero, Fellini and others, even if it probably shouldn't. I am also proud because this project, at least in Campari's intentions, is unusual - I like being involved in pioneering projects."*

## BOB KUNZE-CONCEWITZ

CHIEF EXECUTIVE OFFICER GRUPPO CAMPARI



*"This year's campaign takes on a new medium without severing ties with our past Campari Calendars which is exactly our approach to the brand - to innovate without ever forgetting our heritage."*

*"I am extremely proud of the result, which I must attribute to the array of professionals we have been lucky to work with from Paolo Sorrentino to Clive Owen, Ale Burset and Ivan Olita, all of whom have left their own special mark not only on the campaign but the history of Campari."*

# INTERNATIONAL PRESS CONTACT

[HTTP://WWW.CAMPARIGROUP.COM/EN/MEDIA/CONTACTS](http://www.camparigroup.com/en/media/contacts)

## ABOUT CAMPARI RED DIARIES

A holistic evolution to the late Campari Calendar, the first edition of Campari Red Diaries shines a light on the experiences and emotions that inspire bartenders to create and share their craft; bringing to life the powerful ethos that

"every cocktail tells a story" while celebrating cocktails as a form of art and a powerful vehicle of expression. Captivating month by month, Campari Red Diaries 2017 harnesses the richness of storytelling with bartenders as the narrators.

## 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

Gruppo Campari is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building

and external growth via selective acquisitions of brands and businesses. Headquartered in Milan, Italy, Campari owns 18 plants and 4 wineries worldwide and has its own distribution network in 19 countries. The Group employs approximately 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), have been listed on the Italian Stock Exchange since 2001.

For more information: [www.camparigroup.com/en](http://www.camparigroup.com/en).

**Please enjoy our brands responsibly.**

#CAMPARI #REDDIARIES

[WWW.CAMPARI.COM](http://WWW.CAMPARI.COM)



# INTRODUCING

## CAMPARI RED DIARIES

A holistic evolution to the late Campari Calendar, the first edition of **Campari Red Diaries** shines a light on the experiences and emotions that inspire bartenders to create and share their craft; bringing to life the powerful ethos that **"every cocktail tells a story"** while celebrating cocktails as a form of art and a powerful vehicle of expression. Cocktail by cocktail, Campari Red Diaries 2017 harnesses the richness of storytelling with bartenders as the narrators.

Representing a step-change in the brand's communication, **Campari Red Diaries** uses a multimedia approach - short film, videos and imagery - as a vehicle for the first time to channel the contemporary edge and versatility which has been key to the brand's success, guiding Campari lovers on an imaginative journey through a series of cocktail stories from across the globe.

Campari Red Diaries is a multifaceted campaign which consists of:

- **Killer in Red**, Campari Red Diaries' founding story, is a short film written and directed by Italian award winner, Paolo Sorrentino. Starring the

globally-acclaimed actor, Clive Owen, **Killer in Red** debuts the tale of the never-before seen eponymous cocktail after which the film is named

- The Campari Red Diaries journey is comprised of a collection of 12 **cocktail stories**, each bringing to life the artistry and flair of bartenders from all around the world. These stories take viewers through the magic behind the creation of each Campari cocktail, placing the culture of bartending and its many facets centre-stage. Each story is brought to life by young and emerging Italian director, Ivan Olita
- The **Campari Red Diaries Calendar Book** houses a collection of narrative stories coupled with captivating imagery, immortalising the **Killer in Red** protagonist and the bartenders behind each of the 12 cocktail stories. Acclaimed Argentinian photographer, Ale Buset, captures and encapsulates the true essence behind each story and its narrator, while just 9,999 copies will be printed as a memoir, keeping with the tradition of the Campari Calendar of days gone by.





# KILLER IN RED

## SYNOPSIS

**Killer in Red** is a brilliantly executed short film directed by Italian Oscar winner, **Paolo Sorrentino** and starring Hollywood actor, **Clive Owen**.

Set in a high-end bar, the typically Sorrentino-esque noir sees Clive Owen move from ordinary man to take on the guise of Floyd, a notorious bartender back in the late 1970s/early 1980s, as Clive's character imagines the story behind the creation of the eponymous cocktail creation, the **Killer in Red**.

The film moves between two time periods, brilliantly portraying the high-energy zeitgeist of the time. Floyd

reveals his talent for reading his clients and serving them with the perfect cocktail for their character, which soon introduces him to the 'Lady in Red', played by French/Swiss actress, **Caroline Tillet**. Yet, as the story develops, the audience begins to suspect that the 'Lady in Red', is far more complex than Floyd could ever have expected...

As with many of Sorrentino's films, the film's ending is left to the audience to draw their own conclusions, while reinforcing Campari's ethos that every cocktail tells a story, with the bartender serving as the narrator.





## KILLER IN RED

### COSTUME DESIGN

As a noir set in the early 1980s, costume and styling was a key consideration when filming **Killer in Red**, in channelling the high-energy zeitgeist of the era with true authenticity – something which is no mean feat when working with a cast of more than 170.

Campari worked alongside the prestigious and renowned Italian costume designer, Carlo Poggioli, whose passion for costume design has resulted in much critical acclaim, including a Jutra and Genie Award (the Canadian Oscars) for Best Costume Design for *Silk*, a BAFTA Award for *Cold Mountain*, an Emmy Award for *The Mists of Avalon* and a David di Donatello Award for *Youth*, among others.

Poggioli oversaw the creation of bespoke costumes for the key cast members of **Killer in Red** by Il Costume, while sourcing numerous authentic costumes from the period from the likes of *Tirelli*, *Costumi d'Arte*, Giuseppina Angotzi's *Il Costume*, Annamode and *La Bottega di Alice*, to dress **Killer in Red's** many extras.









# KILLER IN RED

## COCKTAIL

The never-before seen cocktail after which the Campari Red Diaries' founding story, **Killer in Red** is named, is comprised of the following ingredients:

**2.25 cl.** Campari

**2.25 cl.** Vermouth Bianco

(Gruppo Campari recommends Cinzano 1757 Bianco / Cinzano Bianco)

**1.5 cl.** Grand Marnier

**2.25 cl.** Chamomile Gin

A drop of rose essence

Pour all the ingredients into a mixing glass filled with ice and stir with a bar spoon.  
Strain the cocktail into a chilled coupe. Finish with a drop of rose essential oil and serve.



# CAMPARI RED DIARIES

## CALENDAR BOOK

Keeping with the tradition of the Campari Calendar of days gone by, as well as to ensure **Campari Red Diaries** is a true (r)evolution, the **Killer in Red** protagonists and the bartenders behind each of the **12 cocktail stories**, are to be immortalised with the creation of the **Campari Red Diaries Calendar Book**, shot by acclaimed Argentinian photographer, **Ale Burset**.

Ranked number one photographer by the prestigious advertising magazine, Luerzer's Archive, Burset is as renowned for his advertising campaigns as he is for his work within the editorial sector, with this dual specialism lending Burset perfectly to the **Campari Red Diaries** campaign.

Burset's beautifully shot imagery will be accompanied by the stories behind each of the 12 cocktail stories, introducing readers to the vibrancy of each of the bartenders, who on this occasion, are acting as narrator.

In addition, **The Campari Red Diaries Calendar Book** will house a collection of images taken from **Killer in Red**, with the story reimagined and told from the perspective of some of the characters involved in the mesmeric plot.

As in previous years, only 9,999 copies have been printed and will not go on sale but will be internationally distributed to friends of Campari around the world as a memoir, taking on a new medium yet without severing ties with the long heritage of the Campari Calendar.



## COCKTAIL STORIES

### EVERY COCKTAIL TELLS A STORY

The **Campari Red Diaries** journey is about bringing to life the artistry of the world's bartenders in an authentic way, shining a light on the creative and innovative cocktail recipes which delight us all.

Behind every cocktail lies the experiences and emotions that inspired its creation, while **Campari Red Diaries** celebrates a year-long series of 12 cocktail stories by placing the culture of bartending and its many facets centre-stage. Viewers stand to be intrigued by the magic behind each story, as brought to life by the young and emerging Italian director, **Ivan Olita** through the medium of short film.

The richness and diversity of each of the bartenders involved from across the globe, coupled with their different backgrounds and nationalities, all contributed to making each and every cocktail story uniquely captivating; allowing Campari fans to truly immerse themselves in **Campari Red Diaries** as every cocktail tells a story, with special thanks to:

- Thalita Alves, Australia – “Anita”
- Nagore Arregui, Spain – “Quintessenza”
- Jennyfer Lee & Jorge Cordero, Dominican Republic – “Around the World with a Negroni”
- Luana Bosello, Italy – “A Lucky Roman Americano”
- Patrice Plante, Canada – “Alpha”
- Julie Reiner, USA – “Kula Negroni”
- Jan & Hannah Van Ongevalle, Belgium – “Été Anisé”
- Fabio La Pietra, Brasil – “A Hora Incomparável”
- Yiannis Samaris, Greece – “The Spirit of Rock”
- Jim Wrigley, UK – “Beyond the Veil”
- Seba Atienza, Argentina – “Commedia All’Italiana”
- Bettina Kupsa, Germany – “Chepari”



Thalita Alves



Nagore Arregui



Jennyfer Lee & Jorge Cordero



Luana Bosello



Patrice Plante



Julie Reiner



Jan & Hannah Van Ongevalle



Fabio La Pietra



Yannis Samaras



Jim Wrigley



Seba Aienza



Bettina Kupsa

Bartender portraits by Ale Burset





Anita - Thalita Alves



Quintessenza - Nagore Arregui



Around the world with a Negroni -  
Jennyfer Lee & Jorge Cordero



A Lucky Roman Americano -  
Luana Bosello



Alpha - Patrice Plante



Kula Negroni -  
Julie Reiner



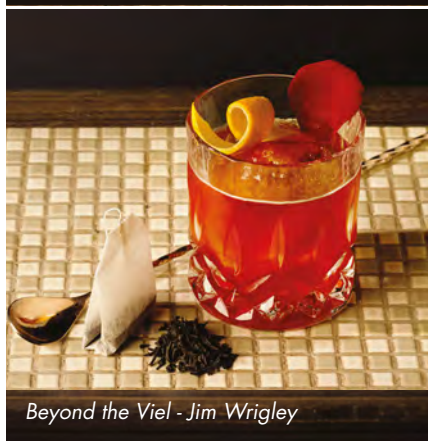
E'te' Anise' - Jan & Hannah Van Ongevalle



L'ora Senza Pari - Fabio La Pietra



The Spirit of Rock - Yannis Samaras



Beyond the Viel - Jim Wrigley



Commedia All'italiana - Seba Atienza



Chepari - Bettina Kupsa

Cocktail imagery by PEPE Fotografia



# CAMPARI RED DIARIES

**CLIENT:** CAMPARI

**CREATIVE AGENCY:** J. WALTER THOMPSON MILAN

**PRODUCTION HOUSE:** FILMMASTER PRODUCTIONS

## KILLER IN RED SHORT FILM:

- Director: Paolo Sorrentino
- Screenplay: Paolo Sorrentino
- Leading Actor: Clive Owen
- The Red Lady: Caroline Tillet
- Supporting Actors: Tim Ahern, Linda Messerklinger, Tom Ashley, Steve Osborne, Emily M. Bruhn, Denise Capezza
- Director of Photography: Daria D'Antonio
- Original Music: Lele Marchitelli
- Production Designer: Andrea Rosso
- Costume Designer: Carlo Poggioli
- Hair Stylist: Aldo Signoretti
- Make-Up Artist: Maurizio Silvi

## KILLER IN RED COSTUME DESIGN:

- Clive Owen wears **Giorgio Armani**
- Caroline Tillet's dress and swimwear are designed by **Carlo Poggioli** and made by **Il Costume**
- Caroline Tillet's jewels are kindly provided by **Bulgari**
- Filmed at **Cinecittà Studios**

## CAMPARI RED DIARIES CALENDAR BOOK:

- Killer in Red & Bartenders Photographer: Ale Burset – 1806
- Costume Designer: Eleonora di Marco
- Make-up & Hair stylist: Tiziana Porazzo, Claudia Pompilli
- Behind the Scenes Photographer: Francesco Pizzo
- Cocktail Imagery: PEPE Fotografia

## COCKTAIL STORIES VIDEOS:

- Director: Ivan Olita
- Director of Photography: Gigi Martinucci
- Production Designer: Andrea Rosso

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**CAMPARI**

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