



## Campari Celebrates 17 years of the iconic Campari Calendar

The journey of the famous Campari Calendar began in the year 2000. The start of the new Millennium was 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**. Unique in their own way, the creative theme, choice of the star and 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 and supporters of the brand through an evocative journey of pleasure that makes them to fall in love with Campari 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 characterises 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 man ever to be depicted in the Calendar, **Milla Jovovich** in 2012, **Penelope Cruz** in 2013, **Uma Thurman** in 2014 and the incredible **Eva Green** in 2015, 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 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. The 2015 Calendar, entitled *Mythology Mixology* and shot by renowned fine art photographer, Julia Fullerton-Batten, sees Eva Green celebrate Campari's unique and colourful history and the intrinsic stories linked to twelve of its best-loved classic cocktails.

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 2016 Calendar**

This year's iconic Calendar, entitled '**The BitterSweet Campaign**', is inspired by the instantly recognisable iconography history of the US presidential election as a metaphor of the duality of two opposing sides. Campari embodies a divisive stance, using this metaphor to show Campari's inherent duality, asking people which aspect they identify with more: Bitter vs. Sweet. The star of this year's Calendar is Hollywood actress **Kate Hudson**, with the Calendar shot by the esteemed fashion photographer, **Michelangelo Di Battista**.



## **CAMPARI CALENDAR TIMELINE**

### **2016 - 2000**

#### **2016**

Star: **Kate Hudson**

Photographer: **Michelangelo Di Battista**

Theme: **The BitterSweet Campaign**

*A juxtaposition between the dual personality of Campari*

#### **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**