

The logo consists of a solid red rectangle. Inside the rectangle, the word "CAMPARI" is written in a large, white, bold, sans-serif font. Below it, the word "CREATES" is written in a smaller, white, bold, sans-serif font.

## **CAMPARI CREATES: N100 DISCOVERING NEW TALENT TO CONTINUE ARTISTIC LEGACY**

*CAMPARI has partnered with graduates from Central Saint Martins to create artwork inspired by 100 years of the Negroni to define a new legacy of CAMPARI artwork*

**September London, UK:** CAMPARI Creates, the brand's art and design initiative, returns for its third year, presenting CAMPARI Creates: N100 – a collaboration with world renowned art and design college, Central Saint Martins. The initiative invited four graduates of the brightest artistic talent to create artwork inspired by the Negroni, in celebration of the iconic cocktail's 100<sup>th</sup> year, to then be immortalised in the CAMPARI Galleria Archives in Milan.

CAMPARI has long been the catalyst and inspiration for some of the most distinctive and innovative imagery created in Italy, with its pioneering approach of commissioning daring, up-and-coming artists, to create advertising posters for the iconic red aperitivo. CAMPARI is at the heart of the enigmatic Negroni, and with the cocktail celebrating its 100<sup>th</sup> birthday, the artists were tasked with continuing the celebrations by creating artwork inspired by the drink. From the feeling when you take the first sip, to its vibrant colour and smooth taste, each piece is an artistic representation of how the Negroni makes each of the artists feel. The final pieces, in their own unique way, pay homage to a cocktail that boasts an unparalleled narrative and passion: the Negroni.

Central Saint Martins is famed for producing high energy, intelligent, creativity that aims to redefine and challenge the boundaries of art and design. When combined with the passion, intrigue and bold nature of the Negroni, this project has produced stand out pieces that will form part of CAMPARI's artistic legacy in the UK. These latest works continue CAMPARI's creative heritage in the UK following in the footsteps of artists such as Eley Kishimoto (CAMPARI Creates 2017) and Mark McClure (CAMPARI Creates: The Mostra 2018).

Alex Schady, Programme Director of Fine Art, supported the all graduates of MA Fine Art; Francesco Poiana, Jan Chan, Pablo Castaneda and Richard Whale, in the creation of these unique pieces of fine art. Alex says:

*"There are few brands who can genuinely boast of a long-standing connection to art, but CAMPARI is undeniably one of them. CAMPARI's bold and daring approach to commissioning artists to create*



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*works of art is unparalleled, and to be part of a project that continues this in the UK was a privilege. The Negroni provided the artists with a unique inspiration that has led to them experimenting with a range of techniques to create four diverse pieces of work, that are a visual representation of the undeniable charisma of the cocktail. The winning piece being included in the CAMPARI Galleria in Milan is a fantastic opportunity for an up-and-coming artist to be part of continuing that connection, sitting alongside legendary Italian artists Depero and Munari.”*

Consumers will have the exclusive chance to view this showcase of artistic talent for one night only at the famous Estorick Collection, the perfect setting with its specialism in Modern Italian Art, on the 1<sup>st</sup> October from 15:30 -20.30. Admission is FREE with all exhibition visitors offered a free Negroni, allowing guests to celebrate both the iconic taste and image of the 100-year-old cocktail.

Follow Campari on [Instagram](#) and [Twitter](#) to stay up to date on the latest *CAMPARI Creates: N100* news.

For more information please visit [www.campari.com](http://www.campari.com).

**-ENDS-**

#Campari #N100 @campariuk

[www.campari.com](http://www.campari.com)  
<https://www.instagram.com/campariuk/?hl=en>  
<https://twitter.com/CampariUK>

For further information on CAMPARI, please contact the team at BCW: [camparibrand@cohnwolfe.com](mailto:camparibrand@cohnwolfe.com) / 020 7331 5413

#### **ABOUT CAMPARI CREATES**

The 2019 residency follows on from Campari Creates 2017 – which saw artists Eley Kishimoto recreate the iconic Campari lettering on the banks of the Regent’s Canal and Campari Creates 2018 – which saw the creation of The Mostra that invited consumers to step inside a CAMPARI inspired art installation designed by Mark McClure

#### **ABOUT CAMPARI**

Campari Group 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 Group owns 18 plants worldwide and has its own distribution network in 20 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)  
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#### **ABOUT CAMPARI UK**

Campari UK is Campari Group’s subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises 40 ‘Camparistas’ from numerous different nationalities.



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At the heart of Campari UK are two main portfolio offerings. The first is the Italian portfolio, featuring distinctive brands such as Campari and Aperol. The second group is the White & Dark spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof – complemented by brands including Wild Turkey Kentucky Bourbon, Grand Marnier & BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 40 premium spirit brands; each with specialty offerings in their quality, innovation, and style.

Visit [www.campariuk.com](http://www.campariuk.com) to find out more about the company and range of products or follow Campari UK on Twitter at @CampariGroupUK.

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#### **ABOUT GALLERIA CAMPARI**

Galleria Campari in **Milan** is a space entirely dedicated to the relationship between Campari and its communication through art and design. It presents a selection of pieces from a wide Archive made of 3,000 works on paper, original posters from the Belle Époque to the 1990s, by artists such as Marcello Dudovich, Leonetto Cappiello, Fortunato Depero, Bruno Munari; TV commercials and short movies by directors like Federico Fellini, Paolo Sorrentino, Stefano Sollima, Matteo Garrone; historical bottles and mixology tools.

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