



## Galleria Campari On Tour Set To Open In London

**Largest collection of iconic artwork from early 1900s to be displayed for first-time ever in the UK**

London, August the 3rd - The artistic creations of **Galleria Campari** will be featured in the Galleria Campari On Tour exhibition from 3<sup>rd</sup> August until 31st December 2016 housed at Osteria at the Barbican.

Located in one of the UK's foremost cultural institutions, the contemporary yet iconic space will exhibit a dynamic collection of the most representative artworks from Campari's rich history. Making its debut in London, the exhibition will recount the story of the brand through modern and contemporary expressions of artistic works created by well-known international artists, in an initiative conceived by the gallery's artistic director, Marina Mojana.

The exhibition will be a journey into the evolution of time, displayed through the 9 works of art exhibited. From Marcello Nizzoli (1887-1969), creator of the Post-Cubist Campari poster, to the young Futurist Fortunato Depero (1907-1998), to Leonetto Cappiello's original 1921 piece 'Spritello' – one of the most innovative creators of advertising art who is being exhibited for the first time in the UK at Osteria. A print of *Graphic declination of the name Campari* by Bruno Munari (1907-1998) will also be displayed – a poster created in 1964 for the inauguration of Milan's first metropolitan line and is currently part of the permanent collection at the MoMA in New York. Other artists include Marcello Dudovich and Giovanni Mingozzi - who produced a number of artworks here represented by *Dame e ufficiali* and *Campari Soda e Bicchiere* respectively.



The collaboration between Campari and the artistic world has its origins at the beginning of the century, when Campari first began to establish itself as ‘the aperitif *par excellence*’.

Art and cocktail enthusiasts are invited to sample a flight of Negroni’s - the most renowned Campari cocktail that has captured the nation’s tastebuds - or sip on the aptly named ‘Spiritello’ cocktail in homage to Leonetto Cappiello’s 1921 piece. Complementing the collection, Michelin-starred Chef Anthony Demetre has designed a bespoke tasting menu with an emphasis on seasonality and Italian produce. Guests can sample Salt Baked Sea Bass, a Roast Saddle of Rabbit and for the sweeter tooth – the Italian classic Vanilla and Strega Panna Cotta will be paired with late summer berries. Anthony will also be highlighting the intricate and botanical tones of Campari throughout the menu, with hints of the closely guarded ingredients throughout the menu.

*‘To be able to work so closely with one of the most iconic Italian brands is truly an honour. The depth of flavour in Campari is something I’m really excited about translating into the dishes – we spent a lot of time developing the menu to make sure each plate was just right, - the focus remains on quality produce and an Italian influence, but with a nod to the botanics of the drink.’* **says Anthony Demetre**

**Pietro Mattioni, Managing Director of Campari UK said:** *‘It is incredibly exciting to be debuting Galleria Campari on Tour in the UK. Celebrating the 155-years old history of Campari, the heritage brand in our portfolio – visitors will be able to witness the Italian style and rich artwork of this iconic brand.’*

The Galleria Campari On Tour exhibition will be on display at Osteria and Amore Bibo from 4<sup>th</sup> August to the end of the year.



ENDS

Galleria Campari  
Osteria by Searcys  
Level 2  
Barbican Centre  
Silk Street  
London  
EC2Y 8DS

**List of works exhibited:**

Leonetto Cappiello, *Lo spiritello*, 1921 - original  
Leonetto Cappiello, *Bifronte*, 1921 - copy  
Marcello Dudovich, *Dame e ufficiali*, 1913 - copy  
Marcello Nizzoli, *Campari l'aperitivo*, 1926 – copy  
Marcello Nizzoli, *Cordial Campari*, 1926 - copy  
Nino Nanni, *L'Olimpionico degli aperitivi*, 1960 - copy  
Bruno Munari, *Declinazione grafica del nome Campari / Grafic declination of the name Campari*, 1964 – copy  
Giovanni Mingozzi, *CampariSoda Bicchiere*, 1950 - copy  
Fortunato Depero, *Cordial Campari*, 1929-30 – copy

**Notes to Editors:**

*Galleria Campari* was inaugurated on 18 March 2010, on the brand's 150th anniversary. The gallery is situated within the *Palazzino Liberty* building, which dates back to 1904, and is located on *Via Gramsci* in *Sesto San Giovanni*. The building was the first industrial production facility created by Davide Campari, son of founder Gaspare Campari. It was remodelled by architect Mario Botta, whose exquisite compositional skills garnered the building status as a new building of undisputed architectural and urban value. It has been the location of the *Gruppo Campari* headquarters since April 2009. Since 2011, *Galleria Campari* has been part of the Museimpresa.

**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 Campari UK**

Campari UK is the Gruppo Campari's UK subsidiary, headquartered in London. A multicultural and dynamic team composed of 40 Camparistas from 10 different nationalities. Established on March 1st 2015, it took over from J. Wray & Nephew UK, a well-established brand builder and distributor of premium Jamaican rums. At the heart of Campari UK there are two main portfolio offerings: the Italian portfolio with heritage brands such as Campari and Aperol and the white & brown spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof, as well as Wild Turkey Bourbon.

The company spans an unrivalled premium spirits and specialty offer in its quality, innovation and style and is also the exclusive UK distributor for Bulldog Gin.

## **Osteria**

Osteria is a collaboration between Searcys and Michelin-starred chef Anthony Demetre. It specialises in bold, Italian cooking in the bistronomy style, led by Head Chef Patrick Leano. The menus change regularly, with a focus on Italian produce and seasonality, with dishes such as Carpaccio of Sea Bream, Clementine, Fennel and Chilli; Ricotta Gnudi with Endive and Apple Balsamic Dressing and Polenta Cake with Orange Marmalade.

## **Anthony Demetre**

Anthony Demetre's launched Arbutus (Soho) in 2006 and Wild Honey (Mayfair) in 2007. Demetre is widely acknowledged as pioneering the Bistronomy movement in the UK, a new breed of informal and more accessible fine dining restaurants.

## **Searcys**

Luxury hospitality brand Searcys, established in 1847, began as a luxury catering service, after the Duke of Northumberland's pastry chef found himself providing for a number of society parties and large private homes. The company went on to be awarded a Royal Warrant and became the contract caterer of choice not just to royalty, but also to many of London's stately homes. In the 1970s, Searcys took the concept of talented staff, excellent service, ingredients and drinks and began to open bars and restaurants in key locations. Searcys now operates a number of special venues in London and the UK including: Searcys St. Pancras Grand; Sixty One; Searcys The Gherkin; Tonic & Remedy; and Urban Coterie.

## **The Barbican**

A world-class arts and learning organisation, the [Barbican](#) pushes the boundaries of all major art forms including dance, film, music, theatre and visual arts. Its creative learning programme further underpins everything it does. Over 1.8 million people pass through the Barbican's doors annually, hundreds of artists and performers are featured, and more than 300 [staff](#) work onsite. The architecturally renowned centre opened in 1982 and comprises the Barbican Hall, the Barbican Theatre, The Pit,



Cinemas One, Two and Three, Barbican Art Gallery, a second gallery The Curve, foyers and public spaces, a library, Lakeside Terrace, [a glasshouse conservatory](#), conference facilities and three restaurants. The City of London Corporation is the founder and principal funder of the Barbican Centre.

For more information:

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