



1 - Marcello Dudovich (Trieste 1878- Milan 1962)

Dame e ufficiali, 1913 – copy

	<p>Marcello Dudovich (1878-1962) was a key figure of Italian graphic design. In 1913, the peak of the <i>Belle Époque</i>, he created for Campari this renowned poster. The scene refers to a moment in the everyday life of emancipated high society. Women are wearing elegant and colored gowns, gloves, bows and hats and are drinking Cordial Campari together with austere officials in their uniforms.</p>
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2+6 - Leonetto Cappiello, (Livorno 1875 – Cannes 1942)

Spiritello, 1921 – original and *Bifronte*, 1921 – copy

	<p>Leonetto Cappiello (1875-1942), considered one of the most important artists and graphic designers of the 20th century, in 1921 created this work, which is now one of the brand’s most iconic, for Davide Campari. On this show’s occasion, the original poster is exhibited for the first time in the UK. It represents an enigmatic character in a bright red costume who playfully emerges from a spiral of orange peel, holding a bottle of Campari. The figure, in Campari jargon called “Spiritello”, clearly stands out from the dark compact background, occupying the center of the composition.</p> <p>Cappiello’s other poster is interesting as well: through an incisive color effects, he combined the different characteristics of two products in one figure.</p>
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3- Giovanni Mingozzi (Bologna 1891 -?)

Campari Soda Bicchiere, 1950 – copy

	<p>Campari soda was first produced in 1932 and became the first pre-mixed alcoholic drink sold worldwide. Giovanni Mingozzi (1891 -?), commercial designer from Bologna and founder of the advertising agency ATLA, in this poster smartly represents two Camparisoda bottles, focusing only on them by interplaying with a goblet.</p>
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4+5 - Marcello Nizzoli (Boretto, Reggio Emilia 1887- Camogli, Genoa 1969)

Campari l'aperitivo, 1926 – copy and *Cordial Campari*, 1926 – copy



Marcello Nizzoli (1887-1969), architect and designer, created these two posters in 1926 in a cubist's style, with flat colors and strong shadow effects. The products are represented with suggestions on how and when to drink them: Bitter Campari as an *aperitivo*, with soda; Cordial Campari, an after meal liquor, with fruits and sweets.

7- Fortunato Depero (Fondo, Trento 1893- Rovereto, Trento 1960)

Cordial Campari, 1929-30 – copy



Fortunato Depero (1893-1960) was a key figure of Italian Futurism. He theorized the importance of compressing art and advertising. In this regard, his collaboration with Campari is one of his most successful in terms of creativity, and contributed to set the brand's image on high standards. He also designed the iconic Camparisoda bottle launched in 1932 (still in use today) as an upside down goblet. This Indian ink drawing represents a skyscraper in New York, where the artist lived in 1929/1930. The American metropolis enchanted the Italian artist who created several works inspired by the grand "New" world.

8- Bruno Munari (Milano 1907- 1998)

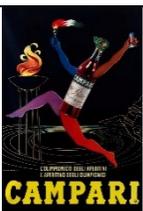
Declinazione grafica del nome Campari/ Graphic declination of the name Campari, 1964 – copy



Among the leading figures of art, design and graphics of the twentieth century, Milanese artist Bruno Munari (1907-1998) collaborated with Campari for 50 years. In this work, he applied a series of deconstructions of historic Campari logos to a large red background. The poster debuted in the metro stations on the occasion of the opening of the first metro line (red line) of Milan Underground (November, 1964). It was designed to be legible even from a moving train. In 1965, Munari created a second version, now preserved in the Museum of Modern Art in New York.

9- Nino Nanni (Montecavolo di Quatrocastela, Reggio Emilia 1888 - Milano 1969)

L'Olimpionico degli aperitivi, 1960 – copy



For 1960 Olympic Games in Rome, Campari collaborated with the artist Nino Nanni (1888-1969), who is the author of this poster declaiming: "The Olympic aperitif, the aperitif of the Olympics!". On many occasions, Campari was leagued with popular sports and sports event. For instance, the campaign for the 1990 World Cup, which included posters, televisions and commercials and colored features designed by Ugo Nespolo, demonstrates the company's attention to major sports events.