



CAMPARI CREATES: TWO WEEK RESIDENCY BRINGING MILAN TO KING'S CROSS

This September, Campari will be bringing 10 days of drinks, art & design and Milanese style to Granary Square – for the last of the summer sunshine

London, UK: This September [Campari®](#), Italy's iconic red bittersweet apéritif, will host a 10-day residency in King's Cross – 'Campari Creates' – bringing the spirit of Milan's stylish Navigli district, famous for its picturesque canals and fashionable bars, to central London.

Running from 15th to 24th September in the Granary Square area of King's Cross, the 'Campari Creates' residency will showcase two of Milan's greatest exports: Campari and creativity. Campari was created in Milan in 1860 and continues to be one of the most popular drinks in the city to this day. The residency will culminate in a Campari partnership with designjunction, a cutting-edge design show which sees over 30,000 design savvy visitors descend on King's Cross between 21st - 24th September.



Across the 10-day residency, guests will be able to sip Campari cocktails on the banks of the Regent's Canal, as well as attend a 'Campari Creates' masterclass to learn how to create their own Campari drinks, or a talk by Eley Kishimoto during the designjunction festival (running 21st - 24th September). The centerpiece of the residency will be an installation by Eley Kishimoto commissioned by Campari to adorn the banks of the canal.

Tapping into the rising popularity of bitter flavours, the 'Campari Creates' residency will serve a selection of cocktails created by Campari. Guests can sample drinks linked closely to the city of Milan – such as the Milano Torino and the Milanese G&T – alongside some of Campari's most famous serves; including the Negroni and the Americano.



The Navigli-inspired residency will be free to attend, and there will be Italian street food on offer to complement the Campari drinks, with authentic Italian snacks.

Eley Kishimoto has been commissioned to design a bespoke art installation featuring the iconic Campari logo, which will be on display throughout the residency; continuing Campari's long history of commissioning artists and designers to create advertising and packaging which are true 'works of art'. For more information on Campari's art and design legacy, please see: <http://www.campari.com/inside-campari/campari-gallery#the-art>.

During the residency, Campari will also run a series of 'Campari Creates' masterclasses, allowing attendees to get creative whilst sipping one of Campari's signature serves. Masterclasses include:

Campari Creates... Perfect Cocktails - £15

A one hour masterclass with one of London's top bartenders; learn the story behind some of Campari's most famous cocktails and how you can create them at home. Each ticket includes three cocktails to enjoy at Campari Creates throughout the masterclass.

Campari Creates... Design Your Own Campari Bottle - £20

Design and personalise your very own Campari bottle in this one-hour session led by the London Craft Club, whilst sipping a Campari cocktail. No design experience necessary; we will talk you through the process of creating a bespoke design. Each ticket includes one cocktail and your own personalised bottle of 70cl Campari to take away after the masterclass.

Campari Creates... Works of Art - Free of charge

A talk by Eley Kishimoto about the creation of their public installation at Campari Creates, including the inspiration behind the design and its development. The 'Campari Creates' masterclasses can be booked in advance using <https://lineupnow.com/event/campari-creates-masterclasses> – please see website for pricing details.

Follow Campari on [Twitter](#), [Instagram](#) and [Facebook](#) to stay up to date on the latest 'Campari Creates' news.

For more information please visit www.campari.com.

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About Campari

Campari is a contemporary and charismatic classic. The 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 Navigli

Navigli is an area of Milan, located southwest of the city's historical centre. The area takes its name from a network of five canals – the 'Navigli'. The most famous is the Navigli Grande. The Navigli area is famed for its stylish bars, interesting restaurants and art galleries. In Navigli, there are many art studios and little galleries hidden down side streets – and is one of the areas that features exhibits during Salone del Mobile (Milan's design week).

ABOUT CAMPARI UK

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

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 speciality offerings in their quality, innovation, and style.

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

Please enjoy our brands responsibly.

About designjunction:

designjunction is London's leading destination for contemporary interior design and culture, held annually during the London Design Festival in September. designjunction presents more than 200 world-class international brands and smaller cutting-edge design labels to an audience of design professionals (architects, interior designers, retailers and media) as well as consumers. In 2016, designjunction attracted more than 27,000 visitors in five days. designjunction is a show for the industry, by the industry.

Visit www.thedesignjunction.co.uk for more information @_designjunction #wheredesignmeets

About King's Cross

King's Cross is London's new creative quarter, home to 67 acres of inspiring businesses and outstanding architecture, destination restaurants and a vibrant cultural scene. The area's industrial past has inspired the 50 new and repurposed buildings; the public spaces between them are a mix of parks, streets, squares, and gardens, with Granary Square and its fountains as a heart.

Already known as a foodie hotspot, King's Cross is now establishing itself as a retail destination. Nike and Waitrose are already open, with more retailers to be announced at Stable Street and King's Boulevard in 2017.



The retail vision will complete in late 2018 when Coal Drops Yard, London's newest shopping street, opens in a pair of redesigned Victorian coal buildings, creating 100,000 sq ft of boutiques, shops, bars and restaurants in the centre of King's Cross.

www.kingscross.co.uk @kingscrossN1C