



#

CAMPARI CREATES: THE MOSTRA STEP INSIDE A UNIQUE ART INSTALLATION TO DISCOVER THE CAMPARI BAR AT ITS CENTRE

20th August London, UK: Campari Creates returns, presenting *The Mostra** – a unique experience that invites you to step inside a Campari-inspired art installation. Designed by abstract artist Mark McClure, visitors will be immersed in a constantly shifting environment as they explore the installation, whilst enjoying Campari cocktail creations. Running from 18th - 30th September 2018, *Campari Creates: The Mostra* will be located on Dray Walk, just off London's Brick Lane, Shoreditch.

Mark McClure's design has been inspired by the effect of light in a cocktail; the transparency of colour, the shifting light and the translucent effect that happens to the liquid within the glass. The unique design means that visitors to *The Mostra* will experience the feeling of being inside a Campari cocktail.

Crafted by Campari's Italian Brand Ambassadors, the bar will serve three of London's favourite Campari cocktails - the timeless Negroni, the perfect mix of Campari, Vermouth and Gin, the Campari G&T, a Milanese twist on the British classic, plus the Negroni Sbagliato, the 'wrong Negroni', with Sparkling Wine replacing the Gin.

As an extension of Campari's commitment to championing creativity, during the residency, there will be a selection of Campari inspired events including the **Campari Creates Lecture Series** and **Campari Creates: Perfect Cocktail Masterclasses**. The **Campari Creates Lecture Series** will host a series of talks at The Mostra - from Mark McClure and a number of other creative minds. Tickets to the Lecture Series include a complimentary Campari cocktail.

Cocktail Creates: Perfect Cocktails Masterclass, various dates and times - £20

Learn the story behind some of Campari's most famous cocktails and how you can create them at home, a one-hour masterclass with Campari Brand Ambassadors; each ticket includes three cocktails to enjoy at Campari Creates throughout the masterclass.



#

Mark McClure, Saturday 22nd September – FREE

The artist behind The Mostra will give insight into the creation of Campari Creates: The Mostra, and how Campari's creative credentials were his source of inspiration. The session will also include details on his artistic process and how designs are developed from concept to the finalised installation. Mark will also give an overview of other projects in the pipeline as well as a brief Q&A.

Tom Dixon, Wednesday 19 September, 12-1pm – FREE

A one-hour masterclass with leading designer Tom Dixon; learn the story behind his success, how his company has evolved and what inspires him to be creative. The session will include a brief overview of his activity during London Design Festival and a Q&A.

Roberta Cremoncini, Estorick Gallery, Wednesday 26th September 12-1pm – FREE

This Lecture Series will discuss the famous Campari Galleria in Milan, with insight on the collections displayed there and the evolution of the Campari art and design showcased in the gallery over the years. The talk will also touch on the recent 'Art of Campari' exhibition that recently closed at the Estorick Collection.

For more information and to book the Campari Lecture Series, please visit <https://lineupnow.com/event/campari-creates-the-mostra> for exact timings and pricing details. #

Entry to The Mostra is free, with all Campari cocktails priced at £7.00.

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

For more information please visit www.campari.com.

- ENDS -

For further information on Campari, please contact the team at Cohn & Wolfe:
camparibrand@cohnwolfe.com / 020 7331 5413

**NOTES TO EDITORS
ABOUT CAMPARI CREATES**



#

The 2018 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.

*‘The Mostra’ means ‘exhibition’ in Italian.

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 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.

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 to find out more about the company and range of products or follow Campari UK on Twitter at @CampariGroupUK.

ABOUT CAMPARI GROUP

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. Campari 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. Campari 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: <http://www.camparigroup.com/en> Please enjoy our brands responsibly