

## **CAMPARI CREATES N100 AT THE ESTORICK COLLECTION: SHOWCASING A NEW ARTISTIC LEGACY**

- *CAMPARI is giving people the chance to see exclusive artwork from some of the art world's hottest emerging talents, for one day only at the Estorick Collection*
- *The CAMPARI Creates N100 Exhibition is a showcase of pieces created in collaboration with Central Saint Martins, inspired by the world famous Negroni cocktail*
- *The exhibition is on display only on the 1<sup>st</sup> October 2019, admission is free with all guests receiving a complimentary Negroni*

**London, UK:** CAMPARI is providing Londoners with an exclusive chance to see artwork created by some of the brightest artistic graduates from world-renowned art school Central Saint Martins, at the famous Estorick Collection. This exhibition will unveil works inspired by 100 Years of the iconic Negroni – for one day only on Tuesday 1<sup>st</sup> October - – where visitors can view the exhibition free-of-charge as they sip on the cocktail that inspired the art.

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 some stand-out pieces that will go on to define a new legacy of CAMPARI artwork.

Visitors will be treated to a range of fine art pieces, that pay homage to a cocktail that boasts an unparalleled narrative and passion: The Negroni. Over the last 100 years, the Negroni has become infamous and using this enigmatic cocktail as inspiration, four graduates of MA Fine Art; Francesco Poiana, Jan Chan, Pablo Castaneda and Rupert Whale, have each produced a piece of art which draws on a range of emotions and senses that the Negroni evokes. 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 Estorick Collection is the perfect setting to offer this one night only opportunity, specialising in Modern Italian Art, with emphasis on Futurism. The work will be showcased within the gallery alongside its latest Exhibition: **Recreating The Lost Sculptures** by bold, Avant-Garde artist, Umberto Boccioni.



**CAMPARI**  
CREATES

This exclusive viewing opportunity precedes the winning piece of art being immortalised in November, when it is included in the *Art of Negroni* Exhibition at the Galleria CAMPARI in Milan. Galleria CAMPARI is the museum of the brand's iconic artistic legacy: it opened in 2010 to celebrate the brand's 150<sup>th</sup> birthday and it shows original advertising pieces by legendary Italian artists such as Fortunato Depero, Leonetto Cappiello and Bruno Munari. With *The Art of Negroni*, art from the UK will be shown alongside CAMPARI's historical pieces.

The Estorick exhibition will provide consumers with a unique opportunity to view artworks that will then live on, alongside some of the boldest Italian artists of the modern era.

The CAMPARI Creates N100 exhibition will be open Tuesday 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 UK 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 THE ESTORICK COLLECTION**

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[www.estorickcollection.com](http://www.estorickcollection.com)

Twitter / @Estorick

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Transport: Tube/Rail: Highbury & Islington (Victoria Line / London Overground / Great Northern); Essex Road (Great Northern)

#### **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.

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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[www.campari.com](http://www.campari.com)

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