PRESS RELEASE

**Galleria Campari**

**presents**

**Bitter Sweet Symphony**

**Sweetness and Bitterness, Campari's two core concepts.**

**Curated by Marina Mojana and Fabrizio Confalonieri**

**13 October – 22 December 2016**

**Inauguration: 12 October 2016**

**HQ Gruppo CAMPARI**

**Sesto S. Giovanni | Viale Gramsci, 161**

*Milan, September 2016*  – Galleria Campari presents “Bitter Sweet Symphony”, an interactive sensorial exhibition that combines the figurative arts with other areas of culture, such as music, cinema, fashion and fine perfumery, in an itinerary that involves the five senses, on a voyage of discovery of the two core values that are harmoniously combined in Campari: Sweetness and Bitterness.

The exhibition will be presented at the Galleria Campari premises at the Group Headquarters, and it is curated by Marina Mojana, artistic director of Galleria Campari, and by Fabrizio Confalonieri, Studio Cree. It will be open free of charge from 13 October to 22 December 2016.

The itinerary has been designed in the form of a route through an archipelago of sensorial islands, with seven stages that enable visitors to choose between opposites. It represents a journey towards self-discovery, an immersive experience in which you are invited not only to observe, but also to touch, smell, listen and taste.

The exhibition combines the arts and quality crafts, amongst the secrets of Italy's Dolce Vita. Visitors play a primary role in the experience that involves all the senses: sight, by means of contemporary art, cinema and tradition; hearing, with many music styles; smell, through sophisticated artisanal fragrances; taste, with small tastings for the palate; and touch, with different materials to be "explored."

The exhibition sequence begins with an area dedicated to tactile sensations, suggesting that it is the skin, even more so than the eyes, that represent the principal means of discovering the world.

The show continues with a section offering pleasure for the eyes, with site-specific works of contemporary art, commissioned by Campari and created by four artists, invited by curator Marina Mojana to interpret the exhibition's "sweet and bitter" concept using various materials: resin-impregnated textiles in the work of **Johanna Wahl** (1961, Immenstadt, Germany); gauze, used by **Roberta Savelli** (1969, Giussano, Italy); ceramics by **Adriana Albertini** (1972, Brescia, Italy); and paper by **Iaia Filiberti** (Milan).

The area dedicated to hearing was created in cooperation with music teller **Federico Sacchi**. It comprises three musical experiences enjoyed using three audio devices, along with three famous stage costumes, all red, selected in cooperation with the **Archive of Fondazione Cerratelli**, San Giuliano Terme, chosen in relation to the music.

The sense of smell is brought to play in two olfactory installations made with the artisanal maison **Uèrmì** which presents two fragrances with bitter-sweet notes specially created by the perfumery company for “Bitter Sweet Symphony”.

The exhibition also includes a film section produced in cooperation with **Fondazione Cineteca Italiana at MIC – Museo Interattivo del Cinema**, with a selection of famous scenes from films with special significance for the history of cinema. The film experience will include a tasting opportunity featuring some types of chocolate, provided by the prestigious chocolate-making company Venchi from Turin: sweet and bitter sensations are delivered using the most appropriate sense, that of taste.

Taste also features in the final section, where you can sample a coffee, choosing from blends of differing intensity and character, chosen by **Lavazza**, in combination with readings from famous 20th-century literary texts that accompany the sensations of flavour.

During the itinerary, visitors will be invited to make a series of choices, according to their personal preferences, that will enable them to accumulate a final score that, at the end of the show, can be used to discover their individual personality profile: *Extra Bitter, Bitter, Sweet* or *Extra Sweet*, specially compiled for the project by the **Squadrati** group of semiotics experts and the **Break\_Fast** agency.

After having discovered their "nature," visitors reach the culminating moment of the exhibition experience, receiving suggestions for the finest cocktails, linked to the different character profiles so that the cocktails express and identify everyone's lifestyle characteristics and in particular the aperitifs choices developed in cooperation with the **Campari Academy**.

**The exhibition continues outside Galleria Campari** with the projection of eight films on the theme of "Sweet and Bitter" planned at **MIC – Museo Interattivo del Cinema**, on Viale Fulvio Testi in Milan (programme attached).

“Bitter Sweet Symphony” is a project based on an exploration of the poetic nature of opposites, revealing how they can coexist in harmony and balance, creating a third, different essence, better than the pair from which it was born, like Campari, which combines sweetness and bitterness.

In this event, Campari highlights the historical relationship linking the Italian brand to art and culture. This link began towards the beginning of the previous century – in cooperation with artists and designers who played an important role in art history – and ran right through to 2010, with the opening of Galleria Campari in Sesto San Giovanni, in the building that was the group's first manufacturing unit. In 2016, this interactive company museum won a special mention from the jury of the Gavi - La Buona Italia Prize for the best project dedicated to the Italian foods sector in relation to the arts and culture.

**Programme of films at MIC – Museo Interattivo del Cinema**

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Friday 14 October 2016, 7.00pm: ***Dr. Jekyll & Mr. Hyde*** (V. Fleming, 1941).

Thursday 20 October 2016, 7.00 pm: ***Alabama Monroe – Una storia d’amore*** (The Broken Circle Breakdown, Felix Van Groeningen, 2012).

Thursday 27 October 2016, 7.00 pm: ***The Dressmaker, il diavolo è tornato*** (Jocelyn Moorhouse, 2016).

Thursday 3 November 2016, 7.00 pm: ***La migliore offerta*** (The Best Offer, Giuseppe Tornatore, 2012).

Thursday 17 November 2016, 7.00 pm: ***Last Night*** (Massy Tadjedin, 2010).

Thursday 24 November 2016, 7.00 pm: ***A proposto di Davis*** (Inside Llewyn Davis, Joel and Ethan Coen, 2013).

Thursday 1 December 2016, 7.00 pm: ***Manhattan*** (Woody Allen, 1979).

Friday 16 December, 7.00 pm: ***La vita è meravigliosa*** (It's a Wonderful Life, Frank Capra, 1946).

Standard ticket € 5.50; reduced ticket with the Cinetessera card € 4.00

**Visitor information**

**Bitter Sweet Symphony**

Curated by Marina Mojana and Fabrizio Confalonieri

13 October – 22 December 2016

Inauguration: 12 October 2016 (by invitation)

**Galleria Campari**

HQ Gruppo Campari

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**Opening times**

***Tuesday, Thursday and Friday:***

*3 guided visits, lasting 1 ½ hours:*

*at 2.00 pm, 3.30 pm and 5.00 pm.*

*On booking and for GROUPS only (minimum 15 people),*

*there are also guided visits lasting 1 ½ hours at 10.00 am and 11.30 am.*

*Opening times on* ***every second Saturday of the month***

*guided visits lasting 1 ½ hours*

*at 10.00 am, 11.30 am, 2.00 pm, 3.30 pm and 5.00 pm*

**PRESS CONTACTS**

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**Galleria Campari**

Galleria Campari, founded in 2010 on occasion of the company's 150th anniversary, is a corporate museum with a very new concept: a dynamic, interactive and multimedial space, wholly dedicated to the relationship between the Campari brand and its communications incorporating art and design.

The project was developed as part of the architectural and functional restyling of the historic factory in Sesto San Giovanni, founded by Davide Campari in 1904. From 2007 to 2009, the buildings were completely refurbished to a design by architect Mario Botta in order to create the new Campari Group Headquarters and to reutilize the historic building that would become the company museum.

Galleria Campari benefits from the unique character and extensive resources of the Campari Archive, a multi-faceted cultural heritage with over 3,000 works on paper, comprising original drawings and sketches, fine Belle Epoque posters, and advertising materials dating from the 1930s to the 1970s by important artists such as Marcello Dudovich, Leonetto Cappiello, Fortunato Depero, Franz Marangolo, Guido Crepax and Ugo Nespolo. In addition, there are television commercials by famous directors such as Federico Fellini and Singh Tarsem, and objects by successful designers including Matteo Thun, Dodo Arslan, Markus Benesch and Matteo Ragni.

The Campari story is one of brilliant intuitions, sophisticated advertising campaigns, and a very modern communications strategy in which the product was clad in art and design, and linked to Italian culture and creativity. A visit to Galleria Campari is an all-round sensorial immersion into the principles of creativity, vitality and forward-thinking that have always hallmarked the brand. The works are exhibited both in their original format and in multimedia versions, developed by young Interaction Designers (Cogitanz) using multimedia systems such as a video wall with 15 screens dedicated to television commercials from the 1950s to the 1970s, and eight high-definition projectors that display animated period posters, videos about the artists, images from calendars and advertising commercials dating from the 1980s up until today. There is an interactive table with 12 touch screens, enabling visitors to explore much of the company's vast artistic heritage.

For the optimum management of a layout utilizing the latest technology, Galleria Campari is the first institution to use the open-source platform Arduino, developed by Massimo Banzi, in an exhibition concept. Arduino was devised in 2002 in Ivrea, in the province of Turin, and today it is used all over the world. It comprises an electronic mainboard linked to a programme, and it benefits from an international community of "modders," who are constantly engaged in the improvement of the tool by means of their ideas and their work.

Arduino's name comes from the bar where its creators habitually went for aperitifs, and where the idea for the platform actually came into being. This is a coincidence that reinforces the link with Campari: both are products of Italian creativity, even though developed in very different epochs. They also share the fact that they were born as part of the conviviality that is such a marked characteristic of Italian society.

Lastly, an app dedicated to Galleria Campari is currently being developed. It will enable visitors, and the general public, to learn more about the content on display, and to access extra content and constantly updated information.

Galleria Campari also organizes temporary exhibitions, and educational and research activities. It promotes publications on the history of the company's communications using art and design. It loans its works to museums and exhibitions, and provides historical and critical consultancy for curatorial projects that include material from the Campari collection. It also runs guided tours for individuals, students and experts in the sector.

Since 2013, the Group has dedicated part of its headquarters to contemporary art, with some of the most interesting artists working today. In the hall of the Group Headquarters, the Campari Wall has been installed, a special location for interaction with artists, in cooperation with the most prestigious galleries, and a showcase for Italian and international creative talents.

Galleria Campari is an evocative space, but also a centre for cultural research and production. It is a succinct expression of all that made Milan, and Italy, so great: art, design, and an entrepreneurial spirit, in which innovation rests on the solid foundations of tradition.