



ENTDECKUNGSREISE IN DIE ROTE WELT VON CAMPARI

CAMPARI PRÄSENTIERT NEUEN KURZFILM *ENTERING RED* MIT ANA DE ARMAS IN DER HAUPTROLLE UNTER DER REGIE VON MATTEO GARRONE

Mailand, 5. Februar 2019 – Campari, der legendäre italienische Aperitif, präsentiert heute den neuesten Teil seiner Red Diaries-Filmreihe, den geheimnisvollen und verführerischen Kurzfilm *Entering Red*. Getreu dem Mantra von Campari, dass jeder Cocktail eine Geschichte erzählt, eröffnet die diesjährige Produktion die Feier des legendären Negroni, dessen hundertjähriges Jubiläum dieses Jahr begangen wird. In der Story wird wiederholt hervorgehoben, dass Campari als unersetzliche Zutat das Herz des Negroni bildet.

Der Kurzfilm mit der gefeierten Schauspielerin Ana De Armas und dem italienischen Darsteller Lorenzo Richelmy entstand unter der Regie des anerkannten italienischen Regisseurs Matteo Garrone. Mailand, der Geburtsort des Campari, spielt im Film eine zentrale Rolle. Das bietet die Gelegenheit, einige der eindrucksvollsten Locations der Stadt wie die atemberaubende Galleria Vittorio Emanuele II mit Davide Camparis Bar Camparino und den Mailänder Dom zu präsentieren.

Entering Red erzählt die spannende und faszinierende Geschichte der von der namensgebenden Ana De Armas gespielten Ana, die mit neugierigem Blick durch die stimulierende und wohltuende Linse von Campari die charismatische Stadt Mailand erkundet. Der Film beginnt in einer Bar, in der sich Ana beim Tanzen zur Livemusik einer Band zu einem von Lorenzo Richelmy gespielten geheimnisvollen Mann hingezogen fühlt.

Als der geheimnisvolle Mann mit der Sängerin der Band die Bar verlässt, entdeckt Ana einen auf dem Tisch zurückgelassenen Ring mit der Aufschrift „N100“. Neugierig und erregt versucht Ana, die Bedeutung hinter diesem geheimnisvollen Hinweis zu verstehen und begibt sich auf eine aufschlussreiche Reise, die ihr mehr Klarheit darüber bringen wird, was für eine Frau sie ist. Mit der Hilfe von fachkundigen Barkeepern, den Red Hands, die mehr als die meisten Menschen über die von ihr erkundete Welt wissen, folgt sie Schritt für Schritt ihrer Seele, ihrem Geist und ihrem Herzen.

Die Kombination dieser drei Elemente, die für den Gin, den roten Wermut und den Campari stehen, ergibt die perfekt ausgewogene Mischung, die den Negroni ausmacht, und wird zu N100, einer spektakulären Feier des hundertjährigen Jubiläums dieses legendären und zeitlosen Cocktails. Die von Ana in der



Schlusszene entdeckte Bar, die die Red Hands umschließt und metaphorisch ihr Wissen und Können schützt, repräsentiert subtil die typische Orangenschale von Campari und erinnert an das zeitlose Artwork von Leonetto Cappiello, den Spiritello.

Sechs der besten Barkeeper der Welt, die Red Hands, und sieben weltbekannte Influencer, die verschiedene Länder aus der ganzen Welt vertreten, haben Cameoauftritte im Film. Zur Feier des hundertjährigen Jubiläums des Negroni hat jeder der Red Hand Barkeeper eine persönliche Variante des klassischen Cocktails kreiert, die jeweils ihre eigene Geschichte erzählt.

Die N100-Feierlichkeiten werden sich über die ganze Welt erstrecken. Die Hauptevents finden während der Negroni Week in Florenz statt, um den Ort zu würdigen, an dem der Erfindungsgeist eines Campari-Connaisseurs vor 100 Jahren eine der besten Kreationen in der Welt der Cocktails geschaffen hat.

Ana De Armas sagt zu ihrer Hauptrolle: „Es war eine große Freude, die Hauptrolle in *Entering Red* zu spielen. Ein fantastisches Projekt und eine tolle Erfahrung. Es war eine ermächtigende Rolle. Meine Figur Ana nimmt ihr Schicksal in die Hand. Darauf bin ich sehr stolz. Mit der Arbeit mit Matteo Garrone habe ich mir einen Traum erfüllt. Außerdem habe ich einen inspirierenden Cast kennengelernt und hatte Gelegenheit, die wunderschöne Stadt Mailand zu entdecken, während wir mit dem Negroni einen ewigen Klassiker gefeiert haben, der die Zeiten überdauert hat. Es ist ein echtes Vergnügen, Teil dieser Kampagne mit einer so leidenschaftlichen Marke und einem wundervollen Regisseur zu sein.“

Matteo Garrone zu dem Kurzfilm: „Die Arbeit an einem Projekt wie *Entering Red* war eine anregende Erfahrung. *Entering Red* war nicht nur für unsere Protagonistin eine lehrreiche Entdeckungsreise, sondern auch für mich. Eine Reise in eine Welt, die auch ich während der Dreharbeiten neu entdeckt habe. Ich habe versucht, mich in dieser Welt zu verlieren, während ich zugleich versucht habe, eine Geschichte zu erzählen, die die Marke lebendig werden lässt. Das Ergebnis ist eine Geschichte der Selbstfindung in der eleganten und sinnlichen Welt von Campari, eine traumhafte und zugleich glamouröse Dimension. Campari ist es erneut gelungen, wunderbare Talente aus Hollywood und Italien zusammenzubringen, um im Jubiläumsjahr des Negroni etwas wahrhaft besonderes zu schaffen.“

Bob Kunze-Concewitz, CEO der Campari Group: „Wir freuen uns sehr, in einem wirklich aufregenden Jahr in der Geschichte von Campari den neuen Campari Red Diaries-Kurzfilm zur Feier des hundertjährigen Jubiläums des Negroni vorzustellen. Der Film nimmt die Zuschauer mit auf eine Reise in die Welt von



Campari mit den Augen der inspirierenden Ana de Armas, die in einer aufsehenerregenden Feier endet: N100, hundert Jahre Negroni. Um diese Geschichte lebendig werden zu lassen, gab es keinen besseren Regisseur als den großartigen Matteo Garrone mit seinem unverkennbaren Stil und seinem poetischen Ansatz. Gemäß unserem Mantra „Jeder Cocktail erzählt eine Geschichte“ freuen wir uns, die Geschichte des Negroni zu erzählen und ein Jahr der Feierlichkeiten mit einigen der besten Barkeeper rund um die Welt einzuleiten, die unsere Leidenschaft teilen. Wir hoffen, der Film regt Sie dazu an, sich in die rote Welt von Campari zu begeben und mit uns zu feiern.“

Entering Red ist weltweit auf dem offiziellen YouTube-Kanal von Campari [Youtube-Link](#) und den Social Media Kanälen verfügbar und wird mit einer Gala-Premiere in Mailand gefeiert werden.

J. Walter Thompson Milano schuf das Konzept der Campari Red Diaries 2019 einschließlich der Originalgeschichte von *Entering Red* von Marco Rocca, Alessandro Polia und Sergio Rodriguez (CEO und CCO bei J. Walter Thompson Milano), nach der Massimo Gaudioso, Andrea Tagliaferri und Nicola di Robilant das Drehbuch verfasst haben. *Entering Red* wurde von Think Cattlea produziert.

– ENDE –

#Campari #RedDiaries #N100

www.campari.com

<https://www.youtube.com/EnjoyCampari>

<https://www.facebook.com/Campari>

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<https://twitter.com/campari>

ABOUT CAMPARI RED DIARIES

Launched in 2017, Campari Red Diaries is the evolution of the Campari Calendar. A 360° holistic campaign, with a short movie at the heart, Campari Red Diaries brings to life Campari's ethos that "every cocktail tells a story". Campari Red Diaries is launched digitally, with the short movie hosted on Campari's official YouTube page.

ABOUT CAMPARI

Campari is a contemporary and charismatic classic. The secret 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 THE NEGRONI

It was around the year 1919 in Florence when Count Camillo Negroni contemplated ordering an Americano cocktail but decided it was time for a change. He requested it with a touch of gin instead of soda, inspired by his last trip to London and its prevalent gin scene. The bartender was pleased to honour Count Camillo Negroni's request and added an orange garnish rather than the lemon wedge of the Americano to signify the new drink he had created. In Florence, the Count's 'usual' became known as Count Negroni's Americano, or the "Americano with a touch of gin", but whatever it was referred to as back then, the Negroni was born. The Negroni is now one of the most famous contemporary classic cocktails. Anywhere you go in the world, you will find a mixologist who can make you the iconic Negroni. The original recipe, the perfectly balanced combination of equal parts of Campari, Red Vermouth and London Dry gin, is almost a century old and continues to be enjoyed today. The International Bartenders Association (IBA) lists Campari as an official ingredient of the Negroni, and thus, there is no Negroni without Campari! For more information visit www.campari.com.

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

CREDITS

- Creative Agency: J. Walter Thompson Milan
- Production House: Think Cattlea
- Director: Matteo Garrone
- Screenplay: Massimo Gaudioso, Andrea Tagliaferri, Nicola di Robilant
- Ana: Ana De Armas
- Mysterious man: Lorenzo Richelmy
- Director of Photography: Nicolaj Brüel
- Original Music: Champs e Johnny Jewel
- Editor: Marco Spoletini
- Production Designer: Dimitri Capuani
- Costume Designer: Massimo Cantini Parrini



- Celebrity Hair Stylist: Alessandro Rebecchi
- Celebrity Make-Up Artist: Jessica Nedza

ABOUT ANA DE ARMAS

Cuban born actress, Ana de Armas is an international rising star.

Ana recently completed a starring role in writer-director Rian Johnson's modern-day murder mystery, **KNIVES OUT**, starring opposite Daniel Craig and Chris Evans. The film will be released by Lionsgate in the US on November 27, 2019.

Prior to that, Ana starred opposite Wagner Moura in the Netflix biopic feature, **SERGIO**. The film focuses on the life and work of the Brazilian, United Nations diplomat, Sergio Vieira de Mello. Ana plays "Carolina," a United Nations Officer, part of an elite international collection of the UN members. This film is set to be released Fall 2019.

Ana will next be seen in Andrea di Stefano's action thriller, **THE INFORMER**, starring alongside Joel Kinnaman, Clive Owen, and Rosamund Pike. This feature is based on the best-selling Swedish novel by Anders Roslund and Börge Hellström and slated to be released on March 22, 2019. Ana also stars alongside Kate McKinnon and Lily James in Universal's romantic comedy, **UNTITLED DANNY BOYLE/RICHARD CURTIS PROJECT**, which is scheduled for release on June 28, 2019.

Last spring, Ana completed Michael Cristofer's, **THE NIGHT CLERK**, alongside Helen Hunt, Tye Sheridan, and John Leguizamo.

At the 2018 Tribeca Film Festival, Ana starred opposite Demian Bechir in the critically acclaimed dramatic short film, **CORAZON**, based on a true patient story in association with New York's Montefiore Hospital.

Currently, Ana can be seen in Denis Villeneuve's **BLADE RUNNER 2049** alongside Ryan Gosling and Harrison Ford. The story takes place several decades after the conclusion of the 1982 original which was set in 2019 in a dystopian Los Angeles. The Wrap said that as 'Joi,' de Armas "...exudes warmth and poignancy." The film, executive-produced by Ridley Scott, was released by Warner Bros. on October 6, 2017. Also in 2017, de Armas appeared in the action movie **OVERDRIVE** with Scott Eastwood and Freddie Thorp.

Additional film credits include **HANDS OF STONE** opposite Edgar Ramirez, Robert De Niro and Usher, **WAR DOGS** opposite Miles Teller and Jonah Hill, the mystery-thriller **EXPOSED** opposite Keanu Reeves, and **KNOCK KNOCK** opposite Keanu Reeves.

De Armas made her feature film debut in "Una Rosa De Francia" for the Cuban Institute of Cinematography and quickly transitioned into one of Spain's rising film stars. Her previous credits include the Spanish films "Por Un Punado De Besos," "Faraday," "Blind Alley" and "Sex, Party & Lies."

ABOUT MATTEO GARRONE

Born in Rome in 1968, Matteo Garrone graduated from the Liceo Artistico in 1986; after working as a camera assistant, he decided to devote himself full time to painting.

In 1996 he won the Sacher Festival with the short film Silhouette. The following year, with his own production company Archimede, he made his first feature film, Terra di Mezzo (Land in Between), which won the Special Jury



Prize and the Cipputi Prize at the Torino Film Festival. In 1998 he shot the documentary *Oreste Pipolo, a Wedding Photographer in Naples*, and in the same year his second feature film, *Ospiti (Guests)* was presented at the Venice Film Festival. The film received a Special Mention at the Angers Festival, the Best Film Award at the Valencia Film Festival and the Kodak Award at the Messina Film Festival. His third feature film, *Estate Romana (Roman Summer, 2000)*, was also shown at the Venice Film Festival. In 2002, with *The Embalmer (L'Imbalsamatore)*, he participated in the Quinzaine des Réalisateurs of the 55th Cannes Film Festival. The film won the David di Donatello for Best Screenplay and Best Supporting Actor, the Silver Ribbon and the Golden Ciak for Best Editing, the Fellini Prize for Best Producer, Best Production Design, Best Photography, Best Screenplay and Best Distribution, and the Special Jury Prize at the Pasolini Awards. In 2004 his film *Primo Amore (First Love)* won the Silver Bear for Best Score at the 54th Berlinale. The film also won the David di Donatello and the Nastro d'Argento for Best Score. In 2008 he was for the first time in competition at the Cannes Film Festival with *Gomorrah*, which won the Grand Jury Prize. The film also won five European Film Awards (Best Film, Best Director, Best Actor, Best Screenplay, Best Cinematography), seven David di Donatello, two Silver Ribbons, the Silver Hugo for Best Screenplay at the Chicago Film Festival and received the nomination for Best Foreign Film at the Golden Globe, BAFTA and Césars. Also in 2008, he produced *Pranzo di Ferragosto (Mid-August Lunch)* by Gianni Di Gregorio, which won the Best First Feature Award at the Venice Film Festival. In 2012, 2015 and 2018 he returned to Cannes competition, respectively with *Reality* (for a second Grand Jury Prize, as well as three David di Donatello and three Nastri d'Argento), *Tale of Tales*, winner of 7 David di Donatello, and *Dogman* (prize for the Best Actor to Marcello Fonte)

ABOUT LORENZO RICHELMI

Lorenzo Richelmy was born in Liguria in 1990 before his family moved to Rome in 1994. His first experience as an actor was when he was 8 years old, in a theatrical performance. In 2002 his career launches when he played Elena Sofia Ricci and Rocco Papaleo's son in "il pranzo della domenica" directed by the Vanzina brothers. In 2007 Lorenzo starts to perform in tv shows, including "I liceali" directed by Lucio Pellegrini aired by one of the biggest Italian tv channels Canale 5. Lorenzo received a Prize from the Italian Tourist Department for Best upcoming personalit in 2008.

After wrapping up "I liceali" Lorenzo attends CSC (the most important drama school in Italy) as the youngest student to ever be admitted. In 2010 along with a group of filmmakers who attended the London film academy, he shoots his first film "Fat cat", a dark comedy which grants Lorenzo a nomination as best leading actor at the International Film Festival of Bruxelles and at three other film festivals in California. 2012 is a very busy year for Lorenzo where he shoots Italian and international tv shows at the same time, joining the cast of *The Borgias*. He got to be part of the cast of "Terra e vento" directed by Sebastian Maulucci as leading role and also becomes the protagonist of a movie produced by Centro Sperimentale di Cinematografia (CSC) "Terzo tempo" directed by Enrico M. Artale and distributed by Filmauro. This movie goes to Venice 70 – section Orizzonti- where it gained large success thanks to Lorenzo's performance in the tough role of Samuel. During the Venice Film Festival Lorenzo receives a special mention for the Kineo Young actors Award. Later on, the International Maremetraggio Film Festival in Trieste awards him with the Young Talent accreditation for its XV edition. In 2014 Lorenzo plays the lead role in the new Carlo Verdone's comedy "Sotto una buona stella" along with Paola Cortellesi, Carlo Verdone and Tea Falco; the movie is a big box office success. Lorenzo is then cast in the leading role of Marco Polo, the Netflix following a great series of castings around the world. Season 1 of Marco Polo is a huge worldwide success and Lorenzo is then cast to shoot the second season in Malaysia in 2015. As soon as he wraps up this important international chapter, Lorenzo goes back to Italy and shoots several important feature films such as: *Rainbow: a private affair* directed by Taviani brothers (presented at the Toronto Festival 2017), *La ragazza nella nebbia*



directed by Donato Carrisi both presented at the Rome Film Festival 2017 and Marco Ponti's Una vita spericolata, also the feature film Ride along with an all-international cast. Currently Lorenzo is filming another international Netflix series Sanctuary and has just completed the shooting of Dormiremo da vecchi directed of Fabio Resinaro and the documentary Klimt and Schiele Eros and Psyche that will be screened this fall.