

MAKING A SPLASH IN A COCKTAIL GLASS

Gruppo Campari's iconic red drink; the latest muse at FCG

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Focus Creative Group, a Salt Lake City branding and design consultancy founded by veteran creative Luigi Focanti, is reaching for its roots one might say, in truly Italian style. Since the addition of satellite offices in Rome and Cagliari (Sardinia) in 2007, the young company has attracted the attention of design watchers across the Italian peninsula – including Milan, where FCG client Gruppo Campari is headquartered.

The international beverage giant, long known for its patronage of art and design and currently, its sensual Red Passion campaign, has made FCG the agency of choice on multiple creative assignments this year. As part of a product placement endeavor, FCG was commissioned to produce vintage-style Campari art for The Bank Job, a film directed by Roger Donaldson and starring Saffron Burrows. Recent collaborations with Campari also include the design of event graphics and the creation of a poster series inspired by the timeless aperitif.

"It's a proud moment for FCG to be contributing to a brand that has a long and rich heritage of working with renowned artists like Depero and Bruno Munari," says Focanti. "To draw from the past and produce innovative design is a wonderful challenge for our team."

Gruppo Campari owns a vast legacy indeed, dating back to 1860 when the Campari family began producing liqueurs. Today, Gruppo Campari with an extensive brand portfolio –including Cinzano and Skyy Vodka – ranks among the world's top ten companies within the spirits industry.

To learn more about FCG's ongoing relationship with Gruppo Campari, as well as other ventures in the U.S. and Europe, log on to www.focuscg.com.



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