



**Campari to return to the 78th Venice International  
Film Festival - La Biennale di Venezia:  
Passion and creativity through spectacular events and performances.**

*Venice – 26 July 2021* – **Campari will renew its ties with the world of cinema for the fourth consecutive year as it takes part in the 78th Venice International Film Festival - La Biennale di Venezia this coming September. Passion and creativity will be the core themes running through all of Campari's initiatives, values that are just as important as the vision of the director and the camera itself in the success of any film. As Main Sponsor, Campari is aiming to promote and boost dialogue and interaction between young, up-and-coming talent and more established names from the world of the silver screen.**

**Campari** will have two locations, **where a range of exclusive events will take place between 1 and 11 September**. The **Campari Lounge** – at the Terrazza Biennale, in front of the Palazzo del Casinò – has been completely revamped this year and will host events with the stars of **"Orizzonti"**, the international Biennale Cinema 2021 competition for films depicting new cinema trends from around the world, with a particular focus on debut films and emerging filmmakers.

On top of that, **Campari Boat-In Cinema** will also be returning between **7 and 10 September**. This spectacular installation at the Arsenale in Venice allows guests to enjoy movies on a **big screen set up in the heart of the Lagoon**, with boats positioned specifically for the event. One of the highlights of the series is sure to be **Red Diaries, the hotly anticipated and now world-famous film project from Campari itself**. The latest instalment of Red Diaries is the **documentary Fellini Forward**, focusing on Fellini's wonderful body of work, which is the product of an innovative project involving the use of artificial intelligence and will be screened in the evening of 7 September. Leading proceedings each evening at Campari Boat-In Cinema will be the versatile actress **Cristiana Capotondi**, who is turning her hand to presenting for the occasion.

Campari will have an array of guests appearing at events and performances throughout the 11-day Film Festival. Among them is the established actor **Marco Giallini** – who will appear at the Campari Lounge on 4 September to meet with a group of young, emerging artists – while **Lorenzo Zurzolo**, considered one of Italian film's newest icons, will be at the Campari Lounge on 6 September as part of an event looking at some of the most famous soundtracks in the history of film. In addition, students from the **Centro Sperimentale di Cinematografia** will team up with one of the men of the moment, **Eduardo Scarpetta**, to present short films produced as part of the **Campari Lab** project, now in its third edition.

Last but by no means least is the announcement of the winner of the **Campari Passion For Film Award**, set up by Campari and the Artistic Direction of the Venice International Film Festival, with the aim of celebrating and rewarding the extraordinary contribution that the core team around directors make to the completion of every film.

Running alongside all of this is **Campari #PerilCinema**, an initiative launched in 2020 in collaboration with entertainment company **QMI** in order to support the film sector after it was severely affected by the pandemic. The project allows **any member of the general public to head to perilcinema.com and buy a voucher entitling them to a ticket to one of the participating cinemas**. For each voucher purchased, Campari supports the chosen cinema by providing a second voucher – up to a maximum of 20,000 vouchers. Both vouchers will be eligible for use through 2021, with the corresponding sum paid directly to the cinema in question by QMI.

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