



Campari renews its presence at the 81st Venice International Film Festival – La Biennale di Venezia

Main Sponsor of Biennale Cinema for the seventh consecutive year, Campari is back in the spotlight with a series of exclusive appointments celebrating and paying tribute to the main protagonists of the Big Screen.

Together with the iconic Campari Lounge, this year Campari's schedule will be enriched with spectacularity in an incredible new location: the Nicelli Airport will turn Red for an outstanding event celebrating Festival Stars and an exclusive party diving straight into Campari's Red Passion.

Venice, July 23, 2024 - From Wednesday, August 28th to Saturday, September 7th, Campari will once again take central stage at the **81st Venice International Film Festival - La Biennale di Venezia**, bringing its **Red Sparkle** and **Passion** to one of the most outstanding events of the year.

As **Main Sponsor of the Festival for the seventh year in a row**, Campari's initiatives will be enriched by established names of the Big Screen and young emerging actors, confirming the brand's constant commitment to supporting the film industry, its talents and the skilled craftsmen who are involved and daily contribute to *make the magic happens* behind the scenes.

Two exceptional locations will serve as frames for the Campari event at Biennale Cinema 2024, where **the storytelling of the emblematic brand representing the Italian aperitif par excellence will unfold**, gifting **exceptional sensations and Cinema-like adventures**. The **Campari Lounge** - at the Terrazza Biennale, right in front of the Palazzo del Casinò - has grown to become an integral gathering point for discussing about cinema, glamour and passion, and breathing the atmosphere of the Lido. Once again, this year, those stepping across its threshold will have the chance to savor the style and taste of the special cocktail list designed and served by [Camparino in Galleria](#), the famous Milanese venue founded in 1915 by Davide Campari.

On Friday, August 30th, Campari's Red Passion will be landing at the **Giovanni Nicelli Airport in Venice-Lido**, turning its hangars Red and full of intrigue and elegance. Not just an event, but the unique destination of a journey steeped in mystery and glamour that will celebrate Cinema's protagonists and beyond. The guests will join an exclusive experience, turning into movie stars who are not afraid to stand out in their own film.

There's more. **The Campari agenda will run throughout the entire Biennale Cinema 2024**, with many faces of cinema taking turns during conferences and meetings across the 11 days of the Festival.

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