



Campari returns to the 82nd Venice International Film Festival – La Biennale di Venezia.

For the eighth year running, Campari proudly renews its role as Main Sponsor of Biennale Cinema 2025 with a program of exclusive events inspired by intrigue, passion, and creativity — a tribute to the big screen and to everyone who makes it come alive, every day.

Milan, 22 July 2025 – This year once again, Campari will light up the Venice Lido with its unmistakable **Red Passion**, celebrating the enduring bond between the brand and the world of Cinema. A film rouge of **intrigue, passion, and creativity** will guide guests and talent on a unique journey throughout the Festival, from **August 27 to September 6, 2025**.

At the very heart of this experience will be the iconic **Campari Lounge**, set on the Terrazza Biennale, just across the Palazzo del Casinò. This symbolic venue has become a celebrated meeting place for film stars, emerging artists, and cinema lovers — a space where conversations about the art of film flourish through inspiration, creative exchange, and cross-pollination. Adding an extra touch of style and flavor will be the ever-present cocktail menu curated and served by **Camparino in Galleria**, the legendary Milanese bar founded by Davide Campari in 1915.

Campari's commitment to supporting film professionals continues with the **Campari Passion for Film Award** — an accolade created to honor the talent, dedication, and bold artistic vision of those who transform passion into a driving creative force. This award, presented in collaboration with the Artistic Direction of Biennale Cinema, honors those who turn passion into a driving creative force — not simply as a lifetime achievement, but as a tribute to the will to stand out and leave an indelible mark on the art of cinematic storytelling.

Once again, Campari affirms its role as **Main Sponsor**, highlighting its deep and authentic connection with the world of cinema — a realm sparking the imagination, fueling creativity, and bringing new stories to life.

Through a program that weaves together different stories, voices, and perspectives, Campari continues to create a space where Passion meets Art — an encounter that inspires and surprises year after year. **Red Passion, Intrigue, Creativity, and Cinema**: together, these ingredients keep writing the script of a bond that tinges the magic of Venice with Red.

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