



Campari brings Red Passion to Biennale Cinema 2026 for the ninth consecutive year

As Main Sponsor of the 83rd Venice International Film Festival - La Biennale di Venezia, Campari returns to the Lido to celebrate cinema, talent and the creative power of stories.

Milan, 23 July 2026 – Campari renews its bond with the world of cinema, confirming its presence as **Main Sponsor of the 83rd Venice International Film Festival - La Biennale di Venezia**, taking place from **2 to 12 September 2026 at the Lido di Venezia**.

With a long-standing affinity with the languages of art and creativity, **Campari** further strengthens its relationship with **Biennale Cinema 2026**, a connection built on passion, talent and vision: the very same elements that make cinema a natural territory for the brand's storytelling and creative expression.

Throughout the Festival, **Campari** will bring its unmistakable **Red Passion** to the Lido through a narrative of encounters, experiences and shared moments. At the centre of this journey will be the iconic **Campari Lounge**, located at **Terrazza Biennale, in front of the Palazzo del Casinò**: a space designed to welcome talents, guests and cinema enthusiasts in an elegant and distinctive atmosphere, where conversations around the seventh art blend with the brand's distinctive style.

The **Campari Lounge** will come to life with a programme of events and encounters dedicated to cinema and its protagonists, becoming a space for connection, conversation and conviviality. Completing the experience will be the cocktail list by **Camparino in Galleria**, the renowned Milanese venue founded in 1915 by Davide Campari, bringing to Venice the excellence of mixology and the brand's most iconic heritage.

Campari also confirms its support for cinematic creativity through the **Campari Passion for Film Award**, created to pay tribute to the figures who make an essential contribution to the making of a cinematographic work. The award celebrates passion as a creative force, together with dedication and the ability to leave a distinctive mark on visual storytelling.

With its presence at the **83rd Venice International Film Festival - La Biennale di Venezia**, **Campari** renews its commitment to celebrating talent and film culture, continuing to weave the red of its identity into the magic, energy and imagination of the big screen.

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