



Campari Gallery © Davide Campari-Milano S.p.A.



**2 JULY**

CAMPARI GALLERY TOUR, TALKS AND APERITIVO

### **Milano, capital of Italian aperitivo**

Milano is the Italian city of the “aperitivo ritual”. To take part in a Milanese “aperitivo experience” is one of the best ways to understand this city and its history. Milan is home to the historical buildings of some of the most famous Italian companies in the beverage industries and some historical bars, where very popular cocktails were made for the first time. Gruppo Campari is one of the major players in the global branded beverage industry. The historical building of this company is located in Milan, in the area of Sesto San Giovanni. The name of Campari is also linked with the history of Italian graphic design, because artists like Depero designed some of the Campari wallpapers and other advertising materials. During ICME 2016, we will have the opportunity to visit the Campari Gallery, a space located inside the headquarters of Campari, where we will see objects used during the aperitivo, so that we can appreciate the results of the collaboration between Campari and artists, and better understand the history of Campari, the aperitivo ritual and the history also of graphic design, another important key to understanding “Milan”.

Aperitivo  
experience at  
Campari Gallery

2nd July

Free guided tour  
of the Campari  
Gallery

Talks about the  
aperitivo ritual,  
objects and  
graphic design

Aperitivo:  
10 euro (plus VAT)

### **CAMPARI GALLERY**

Via Gramsci 161, Sesto San  
Giovanni (Milano)

<http://www.campari.com/int/en/campari-gallery/la-galleria/>

2nd July, from 4.30 at Campari

### **To book:**

Write an email by 24 of June to  
Patrizia Schettino  
[pattyschettino@gmail.com](mailto:pattyschettino@gmail.com)