



Entwurf

N. NIZZOLI

Design

will find here a number of advertisements published twenty and thirty years ago which can still claim to be effective and exceptional from a pictorial point of view. Campari publicity has always been striking, lively, and up-to-date. Campari has never limited itself to a uniform graphical conception and has thus always enlisted the services of the particular artist of the day. Public interest was stimulated as one advertisement series followed the other, changing all the time; the accompanying text was equally modelled on varying lines. The Campari products are articles for large-scale consump-