

CAMPARI2012

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OF THE  
WORLD,  
BABY!

## CAMPARI CALENDAR 2012 PRESS KIT

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## IT'S THE END OF THE WORLD, BABY!

### THE CAMPARI CALENDAR 2012 MAKES A TOAST TO LIFE

**Milan, Italy - 27<sup>th</sup> October 2011** - The **2012 [Campari](#) Calendar**, now in its 13<sup>th</sup> edition, was unveiled in Milan, Italy, today.

Entitled ***It's the end of the world, baby!***, this year's Campari Calendar takes its inspiration from the buzz around the prediction that, according to the ancient Mayan culture, the world as we know will end on 21<sup>st</sup> December 2012 and enter a transformative period. Campari's answer to this 'gloomy' imaginary is to react, in an energetic and positive way, without compromises, in countertendency with the main stream. Therefore, with nothing but a blur of unknown possibilities, Campari takes a positive look at intriguing theories, and presents them visually in a series of powerful, awe inspiring photos starring Hollywood actress and supermodel, [Milla Jovovich](#).

Set to take the audience on a stunning visual voyage, the calendar showcases Campari's latest female protagonist in vivid shots, as she enacts hypothetical scenes about the end of the world. With scenarios inspired from modern cinematography, mythological and biblical origins, the calendar explores remarkable events from dramatic *Desertification* and *Hurricanes* to *Alien Invasion* and *Meteorite*. Posing in magnificent couture, Jovovich successfully captivates viewers as she exudes a determined attitude, evoking power and control upon the unknown, and makes a toast to life with her co star, Campari.

Campari takes this opportunity to celebrate life creatively with optimism and energy, encouraging people the world over to join them in creating passionate, memorable moments to remember, by raising a glass together.

**Milla Jovovich** comments on her experience: *"As a model and an actress, this was an exciting new challenge for me, combining the skills to bring to life each of the hypothetical events in a theatrical, yet sophisticated way. What attracted me most to the project was the powerful inspiration behind it, as well as the positive approach of celebrating life with a special toast, with friends and family."*

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One of the most interesting protagonists in international photography, **Dimitri Daniloff**, shot the calendar for its 13th edition. A natural choice for shooting a truly mystical story, the Parisian born photographer perfectly captures each scenario, as he sought to shape each shot piece by piece on camera, converting them into reality. A complex and long process, the vibrant production was completed by special effects, adding the final touch to bring alive each hypothesis.

Daniloff talks about his involvement. *"I relish the opportunity to work with raw ideas like this, so when Campari briefed me on the inspiration, featuring a world of fantasy, it was the perfect project for me. I wanted to interpret each scenario in the most positive light, and I really sought to recreate the events in a surreal and very choreographic way. The dresses, the styling and the set were a huge part of the real scenography, and other times it was just an elaborate hairstyle and accurate make up but, most importantly, it was Milla that was the star of the shoot, exuding ultimate glamour."*

Milla Jovovich marks a return to female stars for the Campari Calendar, following last year's first male protagonist, Benicio Del Toro. She will now follow in the footsteps of some of the world's most stunning women who have adorned the pages of previous Campari Calendars, including Salma Hayek, Eva Mendes, and Jessica Alba.

**Bob Kunze-Concewitz**, CEO of Gruppo Campari, also comments: *"This year we've really pushed the creative boundaries as we've chosen to take a real imaginative look at the possibilities to come, in what is hyped as a transformative period. It is our mission as an aperitif to offer Campari lovers an intense, positive moment during this time, to celebrate whatever may happen and make a toast to life. With Milla's mysterious, intriguing style, she was a perfect choice as the interpreter of this concept. Additionally, there was no one better than Dimitri to bring to life the mystery and fantasy that inspire the images."*

The Campari Calendar, of which only 9,999 copies are printed, will not go on sale but will be distributed to friends of Campari internationally.

The concept of *It's the end of the world, baby!* was created by **Euros RSCG Milano**. Working alongside side Dimitri Daniloff on the project was creative directors Eric Loi and Dario Villa, led by

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executive creative director Giovanni Porro. The executive production was executed by **SeaSun Production**.

**For more information go to:**

[www.campari.com](http://www.campari.com)

<http://www.facebook.com/campari>

[www.camparigroup.com](http://www.camparigroup.com)

**-ENDS-**

**Notes to editors:**

For further information on Campari Calendar history and previous edition visit:

[http://www.camparigroup.com/en/press\\_media/calendar/calendar.jsp](http://www.camparigroup.com/en/press_media/calendar/calendar.jsp)

**FTP for media:**

[fpeu.mycampari.com](http://fpeu.mycampari.com)

**Login: CCalendar2012M**

**Pwd: M20c12c**

Campari Calendar press material:

- Press kit
- Campari Calendar's images
- BTS images
- 3 minute BTS video
- Video interviews
- Press Conference images (Oct. 28<sup>th</sup>)
- Red Carpet images (Oct.28<sup>th</sup>)
- Event images (Oct. 28<sup>th</sup>)

**For more information please contact:**

[http://www.camparigroup.com/en/press\\_media/press\\_contacts/press\\_contacts.jsp](http://www.camparigroup.com/en/press_media/press_contacts/press_contacts.jsp)

**About The Campari Calendar**

The Campari Calendar is one of the world's iconic artistic calendars. Distributed in international limited edition of only 9,999 copies it is a small, collectible luxury for the happy few that receive it, and is a tribute to the world class talent and photographers that make it come to life every year.

**About Campari**

Campari is a contemporary classic. The recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its distinct colour, aroma

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and flavour, Campari has always been a symbol of passion - passion that expresses itself in terms of seduction and sensuality. These are the values that have made the Campari brand famous throughout the world as an icon of Italian style and excellence.

#### **About Gruppo Campari**

Davide Campari-Milano S.p.A., together with its affiliates ("Gruppo Campari"), is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the USA and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as Campari, Carolans, SKYY Vodka and Wild Turkey stand out. It also has leading regional brands including Aperol, Cabo Wabo, Camparisoda, Cynar, Frangelico, Glen Grant, Ouzo 12, X-Rated Fusion Liqueur, Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand Cinzano, as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella&Mosca and Teruzzi&Puthod. The soft drinks segment comprises the non-alcoholic aperitif Crodino and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,200 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange. [www.camparigroup.com](http://www.camparigroup.com)

#### **Milla Jovovich: Biography**

Milla Jovovich has successfully established herself as a highly regarded, international model and actress. Jovovich has transitioned effortlessly to a full time actress, starring in over two dozen films. At the age of eleven, Jovovich was spotted by photographer Richard Avedon, who featured her in Revlon's "Most Unforgettable Women in the World" advertisements. Since then Milla has appeared in hundreds of magazines and on dozens of covers. In 1994, Milla released her critically acclaimed folk album, The Divine Comedy. Inspired by a love of "elves and magic trees," Milla wrote the lyrics at 15 and recorded the album when she was just 16. She has just wrapped production on "The Three Musketeers 3D" where she will portray "Milady de Winter." She appears alongside an international cast that includes Christoph Waltz, Matthew Macfadyen, Mads Mikkelsen and Juno Temple. Summit Entertainment will release this film on October 14, 2011.

#### **Dimitri Daniloff: Biography**

Born in 1970, Dimitri Daniloff discovered his love for photography by chance while studying for a science degree when a friend gave him a camera as a gift. "To me, it was a revelation," Daniloff remembers fondly, and it took him just one day of experimenting with the camera to discover his great passion for photography. He immediately quit his studies and started training in photography. On completion of his apprenticeship he started work as a photographer's assistant, with the role seeing him travelling throughout Europe and the United States, before becoming an independent photographer in 1998.

Dimitri is obsessed with living in the now and pre-empting the future and his "Cubism" series demonstrates this futuristic approach, aiming to exceed the limits of the image, to reinvent and to push the boundaries. His creativity involves erudite distortions and manipulations which have allowed him to build notoriety in the contemporary photographic world.

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Daniloff has adapted this digital aesthetic to foster a renewal in advertising photography which he believes has been in crisis since the beginning of the 21<sup>st</sup> century. He is constantly working to find another subterfuge to dazzle people with.

The Frenchman won a Gold Lion in Cannes 2003 with a Playstation campaign and was exhibited by the Museum of Les Arts Décoratifs, Le Louvre, Paris representing the new generation of photographers.

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# Behind The Scenes Diary from the set

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***Once upon a time there was the world.  
It could be the start of a science fiction novel.  
But it isn't.  
According to an ancient Mayan prophecy,  
21st December 2012 will be the last day.  
The end of the world.  
Will there be a lightning storm? An alien invasion?  
A volcanic eruption?  
No one knows.  
But what's the use of worrying?  
The only thing to do is to keep on being thirsty.  
For emotions, for passion, for life.  
To live each moment intensely  
and be overwhelmed by the beauty of every day.  
To transform it into a celebration***

This is the prologue to a story made of epic pictures.

Entitled ***It's the end of the world, baby!***, this year's Campari Calendar takes its inspiration from the buzz around the prediction that, according to the ancient Mayan culture, the world as we know it will end on 21<sup>st</sup> December 2012 and enter a transformative period. Campari's answer to this 'gloomy' imaginary is to react, in an energetic and positive way, without compromises, in countertendency with the main stream. This is represented by a series of natural and unnatural events captured by the camera of Dimitri Daniloff and overcome by the heroine Milla Jovovich, a real force of nature, who is toasting to life.

This zeal for life was evident throughout the shooting of the 2012 calendar as every image came into being. Set in Paris, with one of the largest crews and sets ever used for the Campari Calendar shoot, the passion and dedication of every person involved was evident from the very first shot to the very last of a long shoot.

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## DAY 1 – September



Milla reclines seductively with Campari as they are imprisoned in a flowing dress of ice from a **glaciation** that will change the world. However, *can the threat of a new ice age cool down man's passion?*

**Shooting:** To kick off the shoot Dimitri, the photographer, sets up the light and his equipment ready to capture the majesty and elegance of the first shot, which features an incredible ice sculpture. To create the piece of art, ten large blocks of ice, each weighing 120 kg, were combined and sculpted by an international award winning sculptor, [Steve Armance](#) . Starting early in the day, it took over 6 hours to complete the body using a model to create the female form. What's more, the sculpture features a bottle of Campari, which was handcrafted by the talented Walter Saro who specializes in cocktail effects.

**Campari:** [Americano](#) and Campari bottle.

### FASHION

**Campari Calendar image:** Patent leather shoes Walter Steiger

**Behind The Scene images:** Strapless dress Paule Ka / patent leather shoes Walter Steiger / chic ring and couture necklace Swarovski

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## DAY 1 - January



A silky, **flowing wave** rears up behind Milla and will envelope everything before it. *Not all giant waves come from the ocean.*

**Shooting:** The second shot of the day features a bright wave of blue satin fabric, which is part of Milla's dress, to illustrate the powerful water. As the set is built Milla is newly styled, evoking the same sexiness as the first shot. Featuring long wavy hair, Milla wears a wig that is perfectly matched to her hair colour and facing against a powerful wind, the long hair blows as she stood against the 10 metre 'wave' of fabric to create an outstanding visual.

**Campari:** Campari bottle.

### FASHION

Dress made by Yann Weber / glitter shoes Walter Steiger / panache necklace and pony cuff bracelet Swarovski.

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## DAY 1 - December



Milla is at the heart of the **explosion** that creates more worlds and more possibilities. *Like the Big Bang, an explosion can also create life, not just destroy it.*

**Shooting:** For the final shot of the day Milla wore a dress from Swarovski, weighing an incredible 7kg. The crystals were only required to induce a sparkling effect on camera so the dress will not feature in the final image. This will then be used by Dimitri as he layers together the images to create the final explosive shot. Looking explosive, Milla brought real energy to her poses, with super-voluminous hair and bright make up, moving to the beats of energetic music.

### FASHION

**Behind The Scene images:** Dress Swarovski.

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## DAY 2 - July



A burst of red erupts from Milla as she becomes a fiery **volcano**. *There's a volcano in all of us. Let it erupt.*

**Shooting:** Featuring a beautifully visual set, Hervé Sauvage and the talented set building team teamed up with stylist Yann Weber to create the volcano in which Milla sits as if she is part of it. Reflecting the red passion of Campari, Milla wears a lavish dress displaying red sparkles to illustrate the heat and intensity of the volcano. Continuing the theme to her hair and makeup, she wears smoky black eye shadow and bright red lips, creating a truly intense look. Like every shot in the 2012 Campari Calendar every little detail contributes to the overall image, which is completed through post production editing. This bright, exploding image was enhanced with plumes of smoke to illustrate the eruption of the volcano.

**Campari:** [Campari Orange Passion.](#)

### FASHION

Dress made by Yann Weber / purple red ring and earrings Swarovski.

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## DAY 2 - August



The world is struck by Milla's power as she reaches to the heavens with Campari and an **electric burst** of energy. *A bolt from the blue is the most shocking of all.*

**Shooting:** The second shot of the final day, the set designer, Hervé, created an outstanding piece of art which features as the background in the image. Pure black paper, ten metres in length and breadth covering an entire wall, was finely cut to reveal a lightning shape. To create the final effect, a bright yellow light was placed behind the wall, portraying the look of a real lightning bolt cutting powerfully through the image. The ultimate handcrafted shot, Milla's dress was specially created for the image and perfectly reflects the theme with ultra smooth, shiny fabric and an intense black to blend with the night sky. Milla's 'shocking' hair style added to the feeling of focus and power.

**Campari:** Campari bottle.

### FASHION

Dress made by Yann Weber / black rhinestone sandals René Caovilla / Pandora necklace and move full pavé cuff bracelet in white gold and diamonds Messika.

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## DAY 3 - April



A **goddess from another planet**, Milla holds the world in one of her hands and Campari in one of the others. *There is proof of an alien invasion: women come from another world.*

**Shooting:** A simple shot to create, with the simplest hairstyle required, this was the perfect first shot of the day. Wearing a magnificent Stephan Rolland Bordeaux dress, embellished with precious stones, Milla posed on a simple set of a plain background and a floor of red dirt, to recreate earthy elements. The team creates a unique shiny red globe, to represent the world in one of Milla's hands whilst she uses some of her other hands to pour a Campari.

**Campari:** [Campari On The Rocks](#) and Campari bottle.

### FASHION

Wine coloured radzimir draped long dress and leather gloves Stéphane Rolland.

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## DAY 3 - March



Milla blooms from the **parched earth** and finds that there is Campari to quench her desire. *There are some beauties that can even blossom in a desert.*

**Shooting:** Another complex set, each section of the desert is individually cut stone prior to the shoot, which is then colored and pieced together to form the ground. To create balance, Milla wears a softly structured mustard dress by Stéphane Rolland, complemented by beautiful vintage jewelry from Paco Rabanne.

**Campari:** [Campari Mojito](#).

### FASHION

Crumpled and hand painted saffron organza draped long dress Stéphane Rolland/ rhinestone necklace Paco Rabanne.

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## DAY 3 - February



An imposing and dynamic Milla is at the centre of **the storm** as she sweeps through the tornado. *It's why hurricanes are often named after women.*

**Shooting:** This is the last shot of the day, but one of the most impressive in terms of the hairstyle as Milla is transformed into a hurricane. The stylist created a hurricane in Milla's hair with a special wig used to extend the effect. The blurry effect seen in the shot was captured by photographing special painted panels used as a backdrop to further enhance the sensation of movement in the shot.

**Campari:** [Campari Shakerato](#).

### FASHION

**Campari Calendar image:** Feather dress Izmaylova / white gold and diamond ring by Vhernier

**Behind The Scene images:** White gold and diamond ring by Vhernier

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## DAY 4 - November



Milla radiates life and passion with a Campari Spritz as the **world heats up** around her. *There's more than one reason why temperatures keep rising.*

**Shooting:** In this shot Milla is wearing an amazing dress that looks like it is literally melting on to her. Even her hair has been styled using a special material to make it look like it's melting on to the ground due to the high temperature. Even though there is no actual heat from the sun it looks so real that there is an extra warmth on the set (a good excuse to enjoy a Campari cocktail on set!).

**Campari:** [Campari Spritz](#).

### FASHION

Coated satin dress and gloves made by Yann Weber / silk spiky necklace black gold and white diamond Messika.

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## DAY 4 - October



Milla **blazes through the night sky** towards her target with a bright bottle of Campari. *Dodging a meteorite is lucky, but sometimes it's better to get hit.*

**Shooting:** This was one of the quicker sets to produce. However, the effect is amazing as the studio descends into darkness for the shoot. Milla's hair is sleek and cool with amazing sparkles on her top. The very first shot, before any layering or postproduction, is out of this world. Milla hairs in the final shot are made of real Campari, a red liquid wave that has been captured by Dimitri in separate shot.

**Campari:** Campari bottle.

### FASHION

Glitter top Manish Arora / rose gold ring Vhernier.

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## DAY 4 – May



Milla's splendor escapes the **debris** of the world. *Sometimes a pair of bright eyes cause more damage than pollution.*

**Shooting:** It's been a very early start for the set designer and his team as they prepare the back drop created using shredded paper. The bright red of Campari really stands out on the set alongside Milla's incredibly styled hair and make-up.

**Campari:** [Negroni Sbagliato](#).

### FASHION

Long satin crêpe black sweater dress veiled in black organza with black organza leaves Stéphane Rolland /  
move full pavé diamond cuff bracelet Messika.

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## DAY 4 - June



A message in a Campari bottle floats by as Milla emerges from her dress that engulfs the world like a **flood** during a storm. *There's only one thing that a flood can't submerge, a woman's tenacity.*

**Shooting:** Again the set designer and stylist have been working together very closely for this set which had to combine perfectly with Milla's dress. In order to achieve this both worked with the same blue/green wool to create the water effect on Milla's body. Water was poured over Milla's hair with droplets catching the light every time she moved, adding to the amazing result. To create the water effect on the background an 'engineering waterfall' was built into the studio, another real element then transformed by Dimitri in the final picture.

**Campari:** Campari bottle.

### FASHION

Dress made by Yann Weber / rose gold necklace and bracelet Vhernier.

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## DAY 4 – Back Cover



A majestic Milla strides forward unstopably as **scorched** orange strips of silk flare up behind her. *There are firestorms that nobody can put out.*

**Shooting:** The last day on set for Milla, but not the rest of the crew who have several more days work composing additional layers for the shots. They have been intense, long days and you can feel the tiredness, but once again the adrenalin drives everyone on. The final dress really is epic, creating a real feeling of power – in a way it's like she is ablaze on the set. What a better end to end the shoot if not with a shot that unmistakably celebrates the theme of the entire work: our heroine toasting to life.

**Campari:** [Campari Orange](#).

### FASHION

Brandy coloured silk satin crêpe jumpsuit Stéphane Rolland / rhinestone sandals René Caovilla / earrings and ring in rose gold and corneliane Vhernier.

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***So let's raise a toast together.  
Here's to a new world,  
to a new year when once again we let ourselves be enchanted by life.  
Cheers.***

**- The End -**

# AMERICANO\*

1 oz Campari  
1 oz red Vermouth  
Top Soda

Pour all the ingredients into a glass filled with ice. Garnish with a slice of orange. Campari recommends Cinzano Rosso.

**Best glass:** highball

Notes: The famous Americano was invented in Milan, where it was known as *Milano-Torino* – a reference to its two main ingredients. It was renamed Americano after the American tourists who were fond of the drink during prohibition.

\* Official cocktail of the IBA (International Bartending Association). IBA cocktails are prepared all over the world according to this original recipe.



# NEGRONI \*

$\frac{3}{4}$  oz of Campari

$\frac{3}{4}$  oz Red Vermouth

$\frac{3}{4}$  oz gin

Pour all the ingredients into a tumbler with some ice. Garnish with a slice of orange. Campari recommends Cinzano Rosso.

**Best glass:** rock glass

\* Official cocktail of the IBA (International Bartending Association). IBA cocktails are prepared all over the world according to this original recipe.



# NEGRONI SBAGLIATO

A variant that is loved even by devotees of the classic Negroni. Ideal for anyone who likes a bit of 'fizz' but does not want to forgo a strong and characterful flavour.

1 oz of Campari

1 oz Red Vermouth

Top Pinot Chardonnay

Pour all the ingredients into a tumbler with some ice. Garnish with a slice of orange. Campari recommends Cinzano Rosso and Cinzano Pinot Chardonnay.

**Best glass:** highball

**Notes:** The Negroni Sbagliato, a variant of the classic Negroni, is now as well known as the original. The difference is that gin is replaced by sparkling wine. Lighter than the original, it was invented in Milan's historic 'Bar Basso'.



# SHAKEN CAMPARI

2 oz Campari

Ice

Shake the Campari and pour it into a cocktail glass, preferably a pre-chilled one.

**Best glass:** cocktail glass



# CAMPARI ON THE ROCKS

2 oz Campari

Pour the Campari into a glass filled with ice

**Best glass:** rock glass



# CAMPARI ORANGE

1 ¼ oz Campari;

Top orange juice

Pour the Campari and the orange juice directly into the glass.

**Best glass:** juice glass

**Notes:** the Campari Orange or **Garibaldi** is one of the simplest cocktails, but is as well known as it is old, based on Campari and orange juice. It can be drunk both as an aperitif and as a long drink. The name is a tribute to the Italian hero Giuseppe Garibaldi in fact the red of the Campari recalls his red jacket, and the oranges his landing in Sicily.



# CAMPARI MOJITO

1 ½ oz Campari;

½ lime

Mint

2 tablespoons of cane sugar

Dash of soda

**Best glass:** juice glass

Put the sugar and the half lime, cut into segments, in a glass. Crunch it until the sugar has dissolved. Add some mint leaves and crush them gently. Fill the glass with crushed ice. Pour the Campari, add a dash of soda and stir. Garnish with a sprig of mint.

**Notes:** Campari Mojito is also known as **Italian Mojito**.



# CAMPARI ORANGE PASSION

1 ¼ oz. Campari  
2 slices of orange  
1 bar spoon of sugar cane  
Top oz. blond orange juice  
Crushed ice

**Best Glass:** double rock (juice glass)

Prepare the drink in a tall glass. Place orange and the brown sugar in the glass and crush to a pulp, add crushed ice, add the Campari and orange juice till the top and gently stir. Garnish with a red cherry.



# CAMPARI SPRITZ

3 oz of Cinzano Prosecco

1 ½ oz of Campari

1 splash of soda

ice and a slice of orange

**Best Glass:** (highball glass) tumbler or a large balloon

Add ice and a slice of orange, pour in the Prosecco, the Campari and add a dash of soda.



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## **It's the End of the World Baby! What is it about 2012?**

2012 marks a special year because, according to many prophecies, we will see a global transformation leading to the end of the world as we currently know it. From the ancient Mayans to New Ageists, many people believe that on 21<sup>st</sup> December 2012 we will enter a transformative period, and what this will look like and mean is a source of global debate. Many believe that this change will be for the better and it is this positivity and thirst for life that Campari focuses on in the 2012 Calendar. Campari raises its cocktails in a toast to life regardless of all the hypotheses of the end of the world. Here are just a few examples of the many exciting, intriguing or, in some cases, insane ideas of what is predicted.

### **Mayan Calendar**

The abrupt ending of the Mayan Long Count Calendar on December 21 2012 has been interpreted by some as a prophecy of the end of an age and maybe the world. The message the Mayans give concerns making a choice of how we enter the future ahead, so this could be a time of transition from one World Age into another.

### **Geomagnetic reversal**

One idea tied to 2012 involves a geomagnetic reversal possibly triggered by a massive solar flare which would release energy equal to 100 billion atomic bombs. This belief is supposedly supported by observations that the Earth's magnetic field is weakening, which could precede a reversal of the north and south magnetic poles.

### **Planet X/Nibiru**

Some proponents of doomsday in 2012 claim that a previously undiscovered planet called Planet X, or Nibiru, will collide with or pass by Earth in that year. This idea has appeared in various forms since 1995, and originally predicted the event in 2003, but this date was abandoned after it passed without incident. The idea originated from claims of channelling of alien beings and has been widely ridiculed.

### **Kali Yuga**

In India, the guru Kalki Bhagavan promotes 2012 as a 'deadline' for human enlightenment. Over 15 million people consider Bhagavan to be the incarnation of the god Vishnu and believe that 2012 marks the end of the Kali Yuga, or degenerate age.

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### **Bugarach**

The French village of Bugarach, began receiving visits from 'esoteric'; mystic believers who concluded that the local mountain, Pic de Bugarach, is the ideal location to weather the transformative events of 2012. In 2011, the local mayor, Jean-Pierre Delord, began voicing fears to the international press that the small town would be overwhelmed by an influx of thousands of visitors in 2012, even suggesting he may call in the army.

### **The I Ching**

The I Ching, known as the Book of Changes, is one of the oldest of the Chinese classic texts and has been used for more than 5000 years as an aid to making decisions and predicting the future. The McKenna brothers in their book *'The Invisible Landscape'* arrived from the I Ching 2012 end date by using fractals - a geometric pattern that is repeated at every scale and so cannot be represented by classical geometry.

### **Super-volcano**

Some people are worried about the so-called super-caldera underneath Yellowstone Park in the United States and therefore believe that the end of the world will be the result of a super volcanic eruption, larger than any volcanic eruption in man's history. This eruption would happen when magma rises into the Earth's crust but is unable to break through. Such an event would, it is postulated, blast millions of tons of debris and poisonous gases into the atmosphere, and could either plunge the world into a so-called nuclear winter triggering an ice age or, at worst, wipe out life in parts or all of the planet.



## MILLA JOVOVICH

### Biography

Milla Jovovich has successfully established herself as a highly regarded, international model and actress. Jovovich, (pronounced “mee-luh” “yo-vo-vitch”) has transitioned effortlessly to a full time actress, starring in over two dozen films.

Jovovich just wrapped production on “The Three Musketeers 3D” where she will portray “Milady de Winter.” She appears alongside an international cast that includes Christoph Waltz, Matthew Macfadyen, Mads Mikkelsen and Juno Temple. Summit Entertainment will release this film on October 14, 2011.

Star of the “Resident Evil” franchise, Jovovich reprised her role as “Alice” in the fourth installment of the film for Sony Screen Gems. In “Resident Evil: Afterlife,” Alice is on a mission to save survivors in from falling victim to the *Undead* in a world ravaged by a virus infection. Written and directed by Paul W.S. Anderson, the film was released nationwide on September 10, 2010, and has grossed over \$295 million worldwide.

In October 2010, Jovovich starred alongside Academy Award winner Robert DeNiro and Academy Award nominee Edward Norton in “Stone.” In the film, Jovovich portrays the wife of a convicted arsonist (Edward Norton) who is deployed in a psychological game of cat-and-mouse with his parole officer (Robert De Niro). The Overture film is directed by John Curran.

In February 2011, Jovovich starred in the Russian-language romantic comedy “Vykrutasy,” which opened in Russia at Number 1. A school teacher from a small Russian town falls for a beautiful Moscow woman (Jovovich) who is engaged to be married. The film is directed by Levan Gabriadze, produced by Timur Bekmambetov and also stars Konstantin Khabenskiy and Ivan Urgant.

Jovovich completed production on two independent films, including “Faces in the Crowd,” a psychological thriller centering on a woman (Jovovich) who barely survives an attack by a serial killer and wakes up in hospital with a head injury that leaves her “face-blind” (prosopagnosia). No longer able to recognize faces, she must navigate a world in which facial features change each time she loses sight of them. All the while the killer is closing in, determined to eliminate the potential witness. Julian McMahon also stars. In “Dirty Girl,” Jovovich stars alongside William H.

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Macy and Juno Temple. "Dirty Girl" is a comedic story of the search for identity and the redemptive power of unexpected friendship. Danielle (Temple) is the dirty girl of Norman High School. When Danielle's misbehavior gets her banished to special ed, she teams up with an innocent closet-case and together they head out on a road trip to discover each other and themselves through a funny and serendipitous friendship. The film is written and directed by Abe Sylvia and will be released on August 5, 2011 by the Weinstein Company.

In July 2010, Jovovich filmed the lead role in "Bringing Up Bobby," the directorial debut of actress Famke Janssen. "Bringing Up Bobby" is the story of a European con-artist (Jovovich) and her son Bobby, who find themselves in Oklahoma in an effort to escape her past and build a better future. Olive and Bobby blithely charm their way from one adventure to another until Olive's criminal past catches up with her. Consequently, she must make a choice: continue with a life of crime or leave the person she loves most in an effort to give Bobby a proper chance in life.

At the age of eleven, Jovovich was spotted by photographer Richard Avedon, who featured her in Revlon's "Most Unforgettable Women in the World" advertisements. In October 1987, she was on the cover of the Italian fashion magazine *Lei*, her first of many covers. In 1988, she signed her first professional modeling contract.

Milla has appeared in hundreds of magazines and on dozens of covers. She has been featured in ad campaigns for several brands, including Banana Republic, Christian Dior, Damiani, Donna Karan, Gap, Versace, Mango, Etro. Milla has been an international spokesmodel for L'Oréal cosmetics since 1998. In addition to L'Oréal, Milla has been in campaigns for L'Oréal, ICB, Ann Taylor, and Mercedes-Benz recently.

Milla's early modeling led to acting roles, and in 1988 she appeared in her first film role in the romance thriller *Two Moon Junction*. Her first leading role was in "Return to the Blue Lagoon" in 1991, for which she was nominated for the "Best Young Actress Starring in a Motion Picture" in the 1991 Young Artist Awards. She appeared on some TV shows around this time and also in the films "Kuffs" (1992), "Chaplin" (1992), and "Dazed and Confused" (1993).

Milla's breakout role was as "Leeloo," the perfect being in Luc Besson's "The Fifth Element" (1997). She later starred in several other action movies besides the "Resident Evil" trilogy such as "Ultraviolet" (2006), "A Perfect Getaway" (2009), and "The Fourth Kind" (2009).

Milla has also been in several comedies and dramas, including Spike Lee's "He Got Game" (1998), "The Messenger: The Story of Joan of Arc" (1999), "The Claim" (2000), "The Million Dollar Hotel"

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(2000), "Zoolander" (2001), "Dummy" (2003), "No Good Deed" (2003) and "You Stupid Man" (2003).

In 1994, Milla released her critically acclaimed folk album, *The Divine Comedy*. Inspired by a love of "elves and magic trees," Milla wrote the lyrics at 15 and recorded the album when she was just 16. Acoustic, folky, and hard to categorize, the eleven songs on *The Divine Comedy* are laced with Slavic sadness and existential self-doubt. "In a Glade" is a beautiful traditional Ukrainian folk song that Milla sings in her native tongue.

Milla led a band called Plastic Has Memory which played about a dozen shows in Los Angeles and New York City in 1999. Although Plastic Has Memory never released a record, they did contribute one song, "On the Hill," to *Hollywood Goes Wild*, a benefit CD for The Wildlife Waystation.

Milla performed the song "Left and Right" at Fashion Rocks in London, England in October 2003 (MP3). She has also had songs on several albums, including 2 cover versions of Lou Reed's "Satellite of Love" on the *The Million Dollar Hotel* soundtrack (2000), "Rocket Collecting" on the "Underworld" soundtrack (2003), and "Shein Vi Di L'Vone" & "Mezinka" (Yiddish Klezmer songs) on the *Dummy* soundtrack (2003).

Milla has collaborated with Puscifer (Maynard James Keenan of Tool and A Perfect Circle) several times. She sang on "Rev 22:20" on the *Underworld* soundtrack (2003) and also on the Renholder remix of The Cure's "Underneath The Stars" on the *Underworld: Rise of the Lycans* soundtrack (2009). Milla also sings on "The Mission" and performed live with Puscifer at The Pearl in Las Vegas on February 13, 2009. Milla sang on "We Are Family" (2001) (American Red Cross benefit CD), "Former Lover" from Deepak Chopra's album, *A Gift of Love II: Oceans of Ecstasy* (2002), and "I Know It's You" by The Crystal Method (2004). Milla continues to write demos. These demos are available here for free. Fans are encouraged to enjoy them and remix them, but may not sell them.

Jovovich-Hawk was a fashion line founded by Milla and Carmen Hawk in 2003. Jovovich-Hawk was a finalist in 2006 for the Council of Fashion Designers of America (CFDA)/Vogue Fashion Fund initiative. The popular fashion chain Mango released a Jovovich-Hawk for MNG collection in 2007. Jovovich-Hawk ended in 2008.

Milla is an ambassador for amfAR (The Foundation for AIDS Research) and also supports several other charities, including OCRF (Ovarian Cancer Research Fund), The Dian Fossey Gorilla Fund, Wildlands Project, and UNESCO World Heritage Centre.

When she is not in production, Milla resides in Los Angeles with her husband and daughter, Ever.



## **DIMITRI DANILOFF**

### **Biography**

Born in 1970, Dimitri Daniloff discovered his love for photography by chance while studying for a science degree when a friend gave him a camera as a gift. "To me, it was a revelation", Daniloff remembers fondly, and it took him just one day of experimenting with the camera to discover his great passion for photography. He immediately quit his studies and started training in photography. On completion of his apprenticeship he started work as a photographer's assistant, with the role seeing him travelling throughout Europe and the United States, before becoming an independent photographer in 1998.

Dimitri is obsessed with living in the now and pre-empting the future and his "Cubism" series demonstrates this futuristic approach, aiming to exceed the limits of the image, to reinvent and to push the boundaries. His creativity involves erudite distortions and manipulations which have allowed him to build notoriety in the contemporary photographic world.

Daniloff has adapted this digital aesthetic to foster a renewal in advertising photography which he believes has been in crisis since the beginning of the 21<sup>st</sup> century. He is constantly working to find another subterfuge to dazzle people with.

The Frenchman won a Gold Lion in Cannes 2003 with a Playstation campaign and was exhibited by the Museum of Les Arts Décoratifs, Le Louvre, Paris representing the new generation of photographers.

Awards: Grand Prix de Cannes 2003, Cannes Gold Lion 2005, Grand Prix d’Affichage, Campaign Press Gold, Andy Awards 2004, Clio Bronze, Clio 2 X Bronze 2004.

Advertising: Harvey Nichols, Nike, Playstation, Lonchamp, Stern, Vichy, Aides, Sidaction, Motorola, Adidas, Snickers, Melting Pot, Nissan, Amnesty International, LG, Marithé & François Girbaud, Stéphane Kélian.

Editorial: Eyemazing, Tank, Surface, Bon Magazine, Style & the Family Tunes, So Chic Magazine, Lemon Magazine, Vanidad, West East.

Celebrities: Black Eyed Peas, Daft Punk, Tiger Woods, David Beckham.

He is represented in France, Germany, Great Britain, Asia and the United States.



**BOB KUNZE-CONCEWITZ**  
**Chief Executive Officer, Gruppo Campari**  
**Biography**

Bob Kunze-Concewitz was appointed Chief Executive Officer of Gruppo Campari in May 2007. He has embraced and continued the Group's ambitious two-pronged growth strategy, overseeing a number of brand acquisitions while ensuring organic growth.

Joining Gruppo Campari in 2005 as Group Marketing Officer, Bob developed and implemented new marketing strategies for most of the Group's core international brands.

Bob launched his international career at Procter & Gamble, where he occupied various positions of increasing responsibility within an international realm. Following numerous assignments in strategic planning and business ownership he became Corporate Marketing Director in the Global Prestige Products division.

An Austrian citizen who was born in Turkey, Bob has studied and worked in many countries. He attended French-style schools in Turkey and Germany before graduating with honours with an Economics degree from Hamilton College in the US. He earned an MBA from Manchester Business School. Fluent in five languages (English, German, French, Italian and Turkish), Bob has worked in Italy, Germany, Great Britain, France, the Benelux, the US and Switzerland.