



Martini at the Spoleto 53 Festival 2010

Claudio Bisio is awarded the Special Martini Prize for Versatility, now in its fourth year

Martini and Spoleto again join forces. For the fourth year running Martini & Rossi will be at the Spoleto Festival to award their **Special Prize for Versatility**, another example of the company's well-established sponsorship initiatives on the Italian cultural circuit.

This year the prize will be awarded to the Italian actor **Claudio Bisio**, who has made versatility an integral part of his work. Claudio Bisio is much loved by the TV viewing public for his satirical comedy programmes and for presenting the legendary variety show Zelig. In recent years Claudio Bisio has also worked as a theatre and a cinema actor in roles that range from the purely comic to the socially aware. For Martini the choice was to reward an artist who has reached the fullness of his expressive maturity.

A silver kylix, the symbol of the **Special Martini Prize** (a reproduction of a second century BC drinking vessel from the Martini Museum of Oenology) will be awarded to Claudio Bisio at Spoleto's **Romano theatre on 3rd July** during a short ceremony before the performance of "*Quella volta li avevo venticinque anni*" (*That was when I was 25*) the last prose text written by Giorgio Gaber and Sandro Luporini which has been recently rediscovered by Claudio Bisio. The reading of this work, which the authors never brought to the stage, had its debut in Genoa last November and was subsequently performed on one evening only at the Strehler Theatre in Milan. Now it will be performed at the Spoleto Festival, the ideal venue for that master of *teatro canzone* (song theatre) Giorgio Gaber.

Stefano Leonangeli, managing director of Martini & Rossi explained the choice of Claudio Bisio for the prize: "This prize is awarded in recognition and celebration of a huge talent on the Italian scene. Claudio Bisio's is an eclectic and intriguing personality that has extraordinary communicative power. He is one of those rare artists who is able to work in a range of contexts including cinema, variety, theatre, public events, television productions and TV commercials. He has an exemplary view of the actor's job in terms of completeness and tolerance, you could say that everything he does expresses in the broadest sense the meaning of the word versatility."

The word versatility is of the utmost importance to Martini and means the ability to interpret the contemporary world at its best.

"I believe that the 2010 prize," adds Stefano Leonangeli "could not have gone to a more suitable person. Claudio Bisio's artistic profile blends perfectly with the message behind this special prize: a way to live one's life and one's art that is credible, creative and innovative."

Those three words perfectly sum up the Italian style that people around the world so naturally associate with Martini's products and communication strategies.

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The Martini Prize for Versatility was set up in 2007 and the first winner was **Andy Garcia** to be followed by **Christian de Sica** and the American orchestral conductor **James Conlon**. A short but prestigious list of winners to which is now added the name of Claudio Bisio that continues the long and uninterrupted link between Martini and the world of culture, celebrated in its variety but always with an eye on its excellence.

The Martini brand by tradition has always been close to the world of cinema and show business as witnessed by the Terrazze Martini and the appearance of celebrities such as Sharon Stone, Gwyneth Paltrow and George Clooney in its publicity campaigns. Martini's presence at Spoleto, a small city transformed into a huge stage for two weeks with music, theatre, cinema, opera and dance is in line with company philosophy, that of associating the company with the most exciting artistic challenges that the world has to offer.

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