

FUTURSHOW 3004 PLACES ITS IMAGE IN THE HANDS OF FRESH TALENT

Futurshow 3004, which will be held in **Milan** from **November 18 to 22**, has assigned its communication campaign to the creativity and ideas of the young and talented.

The campaigns for the seven previous editions of the show all shared a strong visual impact, which made them memorable. From the punk with the Mohican hairstyle of the first edition, to the odd quartet of endorsers of the second edition, formed by Luciano Pavarotti, Alberto Tomba, Alba Parietti and Luca Barbareschi. **Maurizio D'Adda** then launched the claim "*Chi non c'è non ci sarà*" ("Not here today, not here tomorrow") providing the themes for the different editions: "*Un taglio al passato*" ("A cut with the past"), "*Pane per i tuoi denti*" ("Meet your match"), campaigns which have made advertising history.

The 3001 edition of Futurshow was represented by a provocative image by **David LaChapelle**, with the claim "*Meglio dentro che fuori*" ("Better in than out"), whereas the last edition's campaign was created by the great and "visionary" artist **Massimiliano Fuksas**. For its 3004 edition, Futurshow has moved on and asked young talents to express their personal **Vision of the Future**; an invitation which involves both the visual material for the advertising campaign and the scenographic layout of the spaces which will host the event on the Fiera Milano grounds. The initiative was launched in parallel to the **Festival of Creativity** promoted by the Sport and Youths Councillorship of the Milan City Council, which will make exhibition facilities around the city available to display the creative entries; **one of the images will be selected for the Futurshow campaign**, and all the others will become part of an exhibition held at Fiera Milano during the show.

Futurshow is a **project in progress**, whose guidelines have been set out, but which is built day by day, like a newspaper created also with the contribution of its readers. Futurshow has often given a voice to Net surfers and to users of new technologies for work or out of passion, and does so again today, with **Visions of the Future**.

Visions of the Future entries must be submitted by **30 July 2004** to the Gruppo Sabatini headquarters, via Bruno Buozzi, 25 - 40057 Cadriano (BO). Exhaustive information on how to take part in the competition is available from the website **www.creami.it**.

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