

Scenographic Style

Two historic companies cross paths, as Mamoli's Epoca range is chosen to complete the set for the new Birra Moretti advertising campaign.

When the scenes of the new Birra Moretti Baffo d'Oro advertising campaign next appear on your television screens, take a closer look to pick out the guest star appearance made by the Epoca Cromo series by Mamoli, one of the high impact series created by the historic, Milan-based maker of taps and fittings. The commercial, created by Armando Testa and produced by Movie Magic International, has been broadcast on the Rai, Mediaset, La7, Sky and Mediaset Premium networks since 23rd May. The commercial shows who we soon discover to be three supervisors in charge of the various different production stages that go into making this famous Italian beer, captured in moments of daily life – first thing in the morning, at the stove top and ready to go out. Like any normal person, they fall victim to distraction, when anything can happen. At work though, they perform their duties with the utmost diligence and care.

Once again, the care dedicated to the design of its products and the refined style of Mamoli have been rewarded through the choice of Epoca as a showcase product to enrich the set of an important advertising campaign. In this case, 'refined style' is by no means an overstatement, given the vintage class that Epoca interprets and represents, paying tribute to a great period in the history of modern design, an epoch of decorative elegance, exclusive style and fine taste. An elegance that today has been rewarded for its scenographic value – in the true sense of the word.



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