

## **BENETTON ADVERTISING: TOSCANI PASSES THE BATON**

Ponzano, 29<sup>th</sup> April 2000. "Benetton advertising is moving into a new phase: Fabrica, Benetton's communication research centre takes over the Group's communications". With these words, after 18 years, Luciano Benetton and Oliviero Toscani conclude their collaboration.

"Fortunately nothing lasts forever!" said Toscani, "It's good to have the courage to end something that has been fantastic and still have the enthusiasm to take on new projects".

UNITED COLORS  
OF BENETTON.

Benetton thanks Oliviero Toscani for his fundamental contribution to a new advertising concept that has responded with great efficiency to the brand communication requirements of the multinational, present in 120 countries throughout the world.

Fabrica, the communications research centre, created from Benetton's cultural heritage, took its first steps in 1994 and is currently enjoying a period of flourishing activity, thanks, partly, to the completion of the large architectural complex which houses it, and which will be officially inaugurated in June. Located just outside Treviso and designed by the Japanese architect Tadao Ando, Fabrica occupies a covered area of over 11,000 square metres. It comprises, amongst other things, a cinema, library, auditorium, laboratories and photographic studios.

Fabrica is overseen by an international scientific committee, shaping its communications, strategic and cultural direction. In the Centre, young people from all over the world work on various disciplines, from the editorial sector with the Colors magazine and other publications, to cinema and video, from industrial design to music, from graphics to the web.