

**In collaboration with the FAO
BENETTON HAS CREATED THE OFFICIAL IMAGE
OF THE WORLD FOOD SUMMIT**

Ponzano, Italy, October 3, 1996. A wooden spoon on a white background, symbolising mankind's relationship with food, or with hunger. The simplest of tools to evoke the oldest of human gestures; putting food to one's mouth. This simple direct image created by Oliviero Toscani will be published in major international daily newspapers and on posters in the main European capitals, as Benetton Group's contribution to the advertising of the forthcoming World Food Summit, being held in Rome from 13 to 17 November 1996.

UNITED COLORS
OF BENETTON.

The same image will form the backdrop to the prestigious concert-event featuring among others, Youssou N'Dour, Claudio Baglioni and the collaboration of Peter Gabriel's Womad, being staged on 25, 26 and 27 October to announce the Summit.

In response to the FAO (Food and Agriculture Organisation)'s request that Italy's top businesses show an interest in the problem of world hunger, United Colors of Benetton has planned an international campaign for Rome, Paris, Brussels, London, Amsterdam and Madrid, which will be published in Le Monde, The Times, Frankfurter Allgemeine Zeitung, Corriere della Sera and the New York Times, with the purpose of informing international public opinion of the importance of the Summit and making people aware of the enormous problems of feeding humanity.

This joint venture with the FAO is an important acknowledgment of the value and quality of Benetton's advertising campaigns, which for over a decade have focused on social issues of world importance, such as peace, the fight against racism and respect for diversity. It is also one in a series of co-operative projects undertaken with major humanitarian organisations, such as Caritas, the Red Cross, SOS Racisme, the Associazione per la Pace and over forty bodies engaged in the struggle against AIDS. In promoting such projects, Benetton has always been an active partner, conceiving and carrying through initiatives of worldwide importance (for example the Clothing Redistribution Project, the Sarajevo-Heart of Europe Project, and AIDS-prevention campaigns in South Africa, India and Brazil).

High-resolution images are available in the section:

Image Gallery – Benetton Institutional Campaigns – Wooden spoon-FAO