

**The first Benetton product campaign created by Fabrica will be launched in 2001**  
**GIVE YOUTH A CHANCE**

Ponzano, January 15th 2001. Young people from all over the world, colourful and dynamic, multiplied as in the mirrors of a funfair arcade, lighting up the traditional white background with their fresh spirit and optimism: these are the pictures for Benetton's worldwide product campaign for spring-summer 2001 produced, for the first time, by the creative hothouse Fabrica, the Group's communication research centre.

UNITED COLORS  
OF BENETTON.

Simple yet sophisticated, the pictures for Benetton's new campaign are the work of young photographer James Mollison together with fellow artist-researchers in Fabrica who computer-enhanced them. "This was real Fabrica team work", said James Mollison, "and it was very exciting to work together to create an image that is not just simply a reproduction of what was photographed, but is a real challenge involving artistic refinement, taste and technology." The photographs convey a sense of a free, contemporary product and a positive, dynamic impression of the Benetton style: clean, fun-loving and colourful, designed to be seen on streets all over the world. The spring-summer 2001 product campaign will appear on hoardings and in the press from mid-February 2001 in over one hundred countries around the world.

James Mollison was born in Kenya in 1973 and studied in Great Britain, first at Oxford Brookes University and later at Newport School of Art and Design. In his two years in Fabrica he has shown himself to be particularly committed to social reportage. Among his works are *Lavoratori* (Workers), a photographic volume sponsored by the Veneto Regional Council and published by Feltrinelli, which offers a report, in black and white, on foreign workers in the factories of north-east Italy; and *Kosovars*, portraits of Kosovan refugees in camps in Albania.

Fabrica is Benetton's centre for communication research and development founded in 1994 as part of the Group's cultural interests and is based in a magnificent set of buildings near Treviso, recently restored and enlarged by Japanese architect Tadao Ando. Guided by an international scientific committee, which also supervises its strategic, cultural and communication policies, Fabrica hosts young artist-researchers from all over the world who, after careful selection, are invited to work on communication projects in areas ranging from cinema to graphics, from industrial design to music, from publishing (Colors magazine and other publications) to new media.

For further information: tel. +39 0422 519036