



PRESS RELEASE

PIRELLI: THE FIRST "BEHIND THE SCENES" OF THE 2017 EDITION ON THE NEW CAL WEBSITE

ONLINE THE NEW WWW.PIRELLICALENDAR.COM

STORIES, IMAGES, VIDEOS THAT RECOUNT THE WORLDS OF ART, CUSTOM AND STYLE:
EXCLUSIVE MATERIAL INCLUDING AN INTERVIEW WITH ANDREA BOCELLI

NAMES OF THE STARS OF THE NEW EDITION OF THE CAL UNVEILED NEXT WEEK

Milan, 22 August 2016 – A new website dedicated to the Pirelli Calendar to get to know its history and, above all, to discover the various creative phases of the next edition. Online from today, www.pirellicalendar.com, the renewed digital platform that, through films, photographs and a variety of exclusive interviews, allows visitors to delve into the over 50 year history of The Cal™, and to experience the backstage of the new Calendar and follow step by step, together with its author Peter Lindbergh, the birth of the 2017 edition which will be unveiled at the end of November.

A first interview with the great German photographer, images of the locations of the next Calendar and a video “captured” behind the scenes are just some of the exclusives that are available from today and which will be enriched over the coming weeks. Next week, in fact, the names of the stars of the new edition of the Cal and the first backstage shots will be revealed.

The new section *Behind The Scenes: Making of The Cal*, in particular, will accompany the reader over the coming months alongside the working team of the Pirelli, enabling them to witness the artistic process of a great photographer.

Not only. The website's *Icons* section - dedicated to dialogue with the most illustrious representatives of the worlds of art, culture, entertainment, fashion, sport and music – from today is enriched with an exclusive interview with Andrea Bocelli which follows those already done Roberto Bolle, Candice Huffine, Tommy Hilfiger, Marc Newson and Serena Williams.

The stories, curiosities and initiatives pertaining to the Calendar and linked to the world of art, like exhibitions or presentations at the international level, are at the center of the *Stories section*.

The 43 editions of the Calendar, in conclusion, are revealed in depth through the *Time Machine area*, where images and condensed “backstage” videos are presented by decade, a virtual journey through the evolution of aesthetics and customs also through comments which contextualize the periods from the historical and political point of view

The www.pirellicalendar.com website accompanies the www.pirelli.com project which since its launch, 9 months ago, has registered over one million visits for stories that daily tell the story of the company with content that ranges from products to culture, business to sustainable management, the Pirelli Calendar to Motorsport.

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