



MILANO SAN SIRO JUMPING CUP



MILAN SAN SIRO JUMPING CUP 2022: THE COMMUNICATION CAMPAIGN SIGNED BY RICCARDO GUASCO WILL START IN MAY

the horse at the center of everything, among nature and art, tradition and modernity

Milan, 12th May 2022 - Riccardo Guasco's Milan Jumping Cup 2022 campaign, with three days of show jumping - has passed from 3 * to 4 * - scheduled from the 24th to the 26th June. The event is guaranteed to be one of the most important in the Lombard capital. In addition, by connecting the most iconic points of Milan, such as the Duomo, the Snai San Siro racecourse and modern CityLife, Guasco has interpreted the sporting event at the center of the horse theater.

Influenced by cultural and artistic movements such as Cubism and Futurism, various subjects have been drawn with simple lines and soft colors, seeking lightness of form and chromatic warmth. **The horse is at the center of everything** to symbolize the concept of union and integration between nature and landscape, Leonardo's static perfection of the Horse and the horse's elegant movement during various disciplines, as well as the **Snai San Siro** racecourse's liberty style and Milan's modern skyline. The campaign's concept of integration is the base of the equestrian event: the **Milan Jumping Cup**, is not just an event, but a dimension, the passion of many in a single fascinating idea that **makes horse riding the protagonist of the scene** and gives the city a reality that did not exist before.

Scheduled from mid-May until the beginning of the event on outdoor media, sector magazines and RCS MediaGroup publications. The campaign aims to reach a heterogeneous audience, covering different age groups and profiles, while taking into consideration the sporting characteristics and entertainment part. From this year, in fact, the event can be followed live and for free, bringing Italy back to the center of the international horse racing scene.





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2022 PARTNERS

Lexus (associate partner), **DILS** (official partner), **Var Group** (official partner), **KEP** (technical partner), **Prestige Italia** (technical partner), **Safe Riding** (technical partner).

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