capri



SPOTLIGHT
OUT OF HOME

IN PARTNERSHIP CON
UPGRADE

funicular

advertising in CAPRI is advertising to the WORLD

Capri is a global icon,
a place that embodies the charm,
elegance, and exclusivity
of the Mediterranean.
Every corner of the island
has a story to tell.

one island,

PARADISIACAL PLACES









TOURISTS FROM ALL OVER THE WORLD



HISTORY



LUXURY AND JET-SET LIFESTYLE

a thousand imaginations


RALPH LAUREN


FENDI
FENDI
VHERNIER


SAINT LAURENT
RUSSO KIDS


DIOR
DIOR


VERSACE


de GRISOGONO
GENEVE

The Funicular

A means of transport that is,
in fact, a visual icon.
It connects the sea to the mountains,
but also the past to the future,
tradition to innovation.
Every journey is an experience
worth telling.



Symbol in motion

A unique

The CapriFunicularis
an advertisingopportunity
that cannotbeignored.
Thousands oftouriststraveldaily
between seaand sky,
becoming spectators of a
communication in motion.



Every advertisement isvisible and shareable.

advertising opportunity.


FUNICOLARE
BIGLIETTERIE
TICKETS
LOEWE
North Point
LOBSTER CO.

Funicular entrance

Entrance GalleryMarina Grande


GUCCI
Flora
GENEROUS VIOLET
Flora
THE GARDEN
GUCCI
Flora
THE FLORAL FRAGRANCES
Flora
by
GUCCI

simulation

simulation



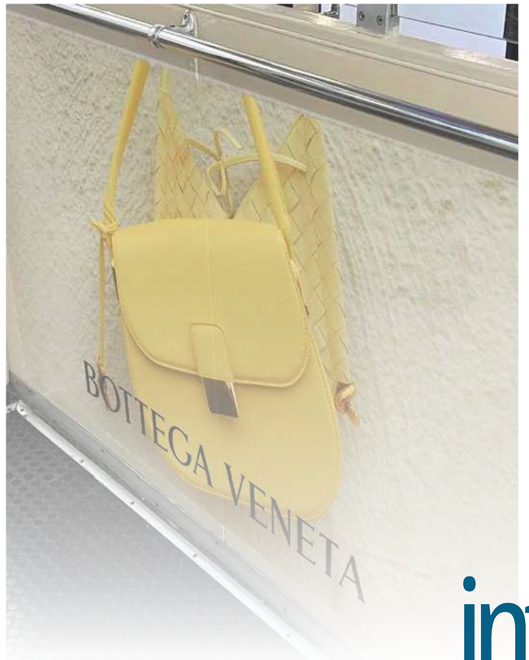
cod D

Upper station

interior of the cabins









simulazione

interior of the cabins

simulation



cod. E

monitor digitali 75”



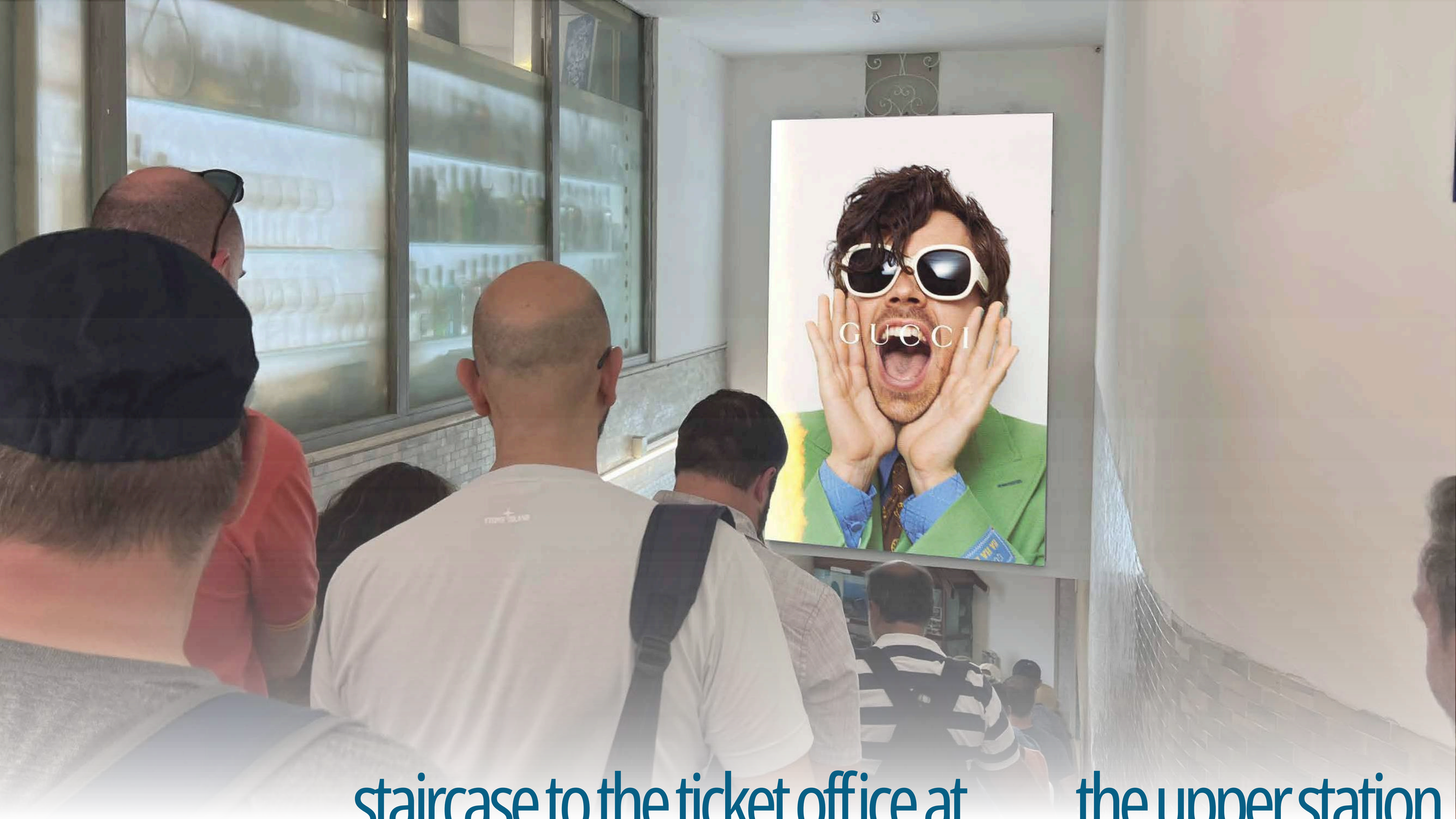
entrance Marina Grande



entrance Marina Grande



ticket office at the upper station



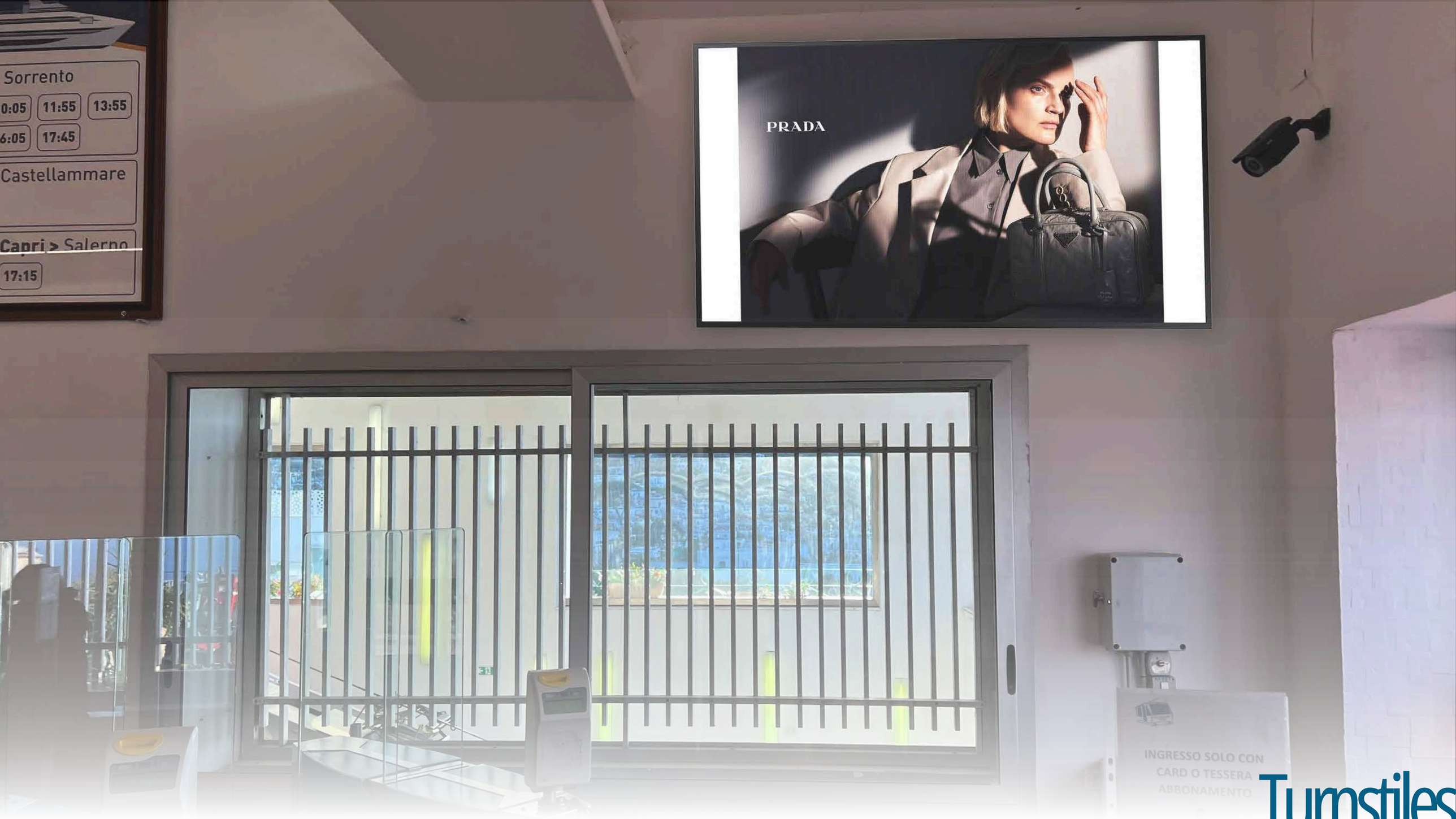
staircase to the ticket office at

the upper station


LOEWE


LOEWE


USCITA DI EMERGENZA
USCITA DI SICUREZZA
Ray-Ban
GENUINE SINCE 1937
YOU'RE ON
RAY-BAN.COM


Sorrento
0:05
11:55
13:55
6:05
17:45
Castellammare
Capri > Salerno
17:15
PRADA
INGRESSO SOLO CON
CARD O TESSERA
ABBONAMENTO





turnstile entrance



entrance to the trains

UPGRADE
OUTDOOR & DIGITAL



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