

Ennio Morricone Fans Handbook

Volume 3

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Commemorating the 20th anni of the website 《Ennio Morricone Fans》 and the 5th anni of 《Morricone Forum》

<http://morricone.cn>

-- 2023 --

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FU6404 **Appuntamenti di Punt e Mes**
(Commercial)



01 Main Info	
Director	Luciano Emmer
Star	Margaret Di Amaro, Nicola Arigliano
Country	Italy
Date	1964
Length	02'58"
Composer	Romano Bertola
Involvement	Arranger
DT-2018	SNC45 not fiction
Film	CHIMAI , WIKI , CARP , CARO
Music	CHIMAI-1 , -2
AKA	-----
Resources	MP4 7.8M 02'58" Reading Library-D

02 Information

This is a commercial for Italian wine. [Punt e Mes](#) is a famous Italian absinthe characterized by a charming orange color. The initial taste is a sweetness, followed by the characteristic bitterness of quinoa, and finally a sweetness. Intense and unique flavours between regular rosso absinthe and Campari. It was later named Punt e Mes ([Piedmontese](#), meaning one point and a half). It was originally made by the [Carpano](#) family in Turin until it was acquired by the [Distillerie Fratelli Branca](#) in Milan in 2001

[Its story is said to be this](#): On April 19, 1870, a stockbroker was discussing the stock price of the day (up a one plus half point) with his colleagues at the wineshop Carpano in Turin, and he ordered the usual Carpano absinthe, But ask the bartender to add half the amount of bitters. As the then bartender Maurizio Boeris recalls, the drink instantly became popular as a pre-lunch aperitif. Wine shop "regulars" typically ask for Punt e Mes with a gesture: they just have to raise their thumb for a point and draw a straight line up in mid-air for half a point, and the bartender can immediately understand that they want a Punt e Mes.

(Below: Punt e Mes in Piedmontese, meaning 1.5 point . Graphic line of famous design consisting of one point and half point)



This film is directed by Morricone's old friend Luciano Emmer (the two of whom have collaborated many times, see Volume 2 of this BOOK FA6714A, B, FA8309, FB8001, etc. According to the fans Ma Yong, they collaborated on several commercials in 1969, 1971 and 1984), Romano Bertola composed the music, and Morricone arranged the song titled "I Remember Torino" . Judging from the chronological record, **this should be the first time Morricone intervened in the music of a commercial, although he was not the original composer.** This commercial is really well done, whether it is plot, image, music, it is impressive, it won the "Best Film of the Year Award" at the 7th Trieste Film Festival in 1964

03 About the film

Plot : In April, at the seaside, he goes on a date with a beautiful foreign girl, accompanied by the song of Punt e Mes



appuntamento
con
Margaret Rose Keil




appuntamento
di

PUNT e MES

il vermouth amaro della CARPANO,
la Casa che ha inventato
il Vermuth.

Sull'onda di una canzone
cantata da Nicole Arigliano,
la deliziosa attrice tedesca
vi dà appuntamento
sugli schermi
negli "arcobaleni
CARPANO...".

nel suo raggio esalta
tutta la fragranza,
l'aromatica eleganza
di un appuntamento
di PUNT e MES.

Radiocorriere n°41 p.4 (1962)

**il carosello
Punt e Mes
vince
al VII festival
cinematografico**

Trasmissione 5/10/1964

La bionda bellezza di Margaret
Rose Keil



e la voce di Nicola Arigliano
accompagnata dalla
orchestrazione del maestro
Moriconi, hanno portato al successo:

appuntamento di

PUNT e MES

considerato il miglior
film dell'anno
nel settore del vero.

SOGGETTO: STUDIO TERRA
REGIA: LUCIANO EMMER



suggerite gli astmi
felici con Punt e Mes

CARPANO

无线电台广告 第23页 第16页 (1964年)



04 Composer

[CHIMAI](#): Romano Bertolap Composer , Morricone Arranger , Nicola Arigliano Singing

05 Morricone's involvement

05-1 [CHIMAI-1](#), [-2](#), [-3](#)

		Sanremo			
1964		Appuntamenti di Punt e Mes			Arranger
1964		Controsesso			Arranger - songs

Appuntamenti di Punt e Mes

(Commercial) Luciano Emmer (1964)

Spinta all'auto (Title of an episode (1966))

	Originals	Performed Released
Appuntamenti di Punt e Mes (1964)	I Remember Torino	1964
Romano Bertola <i>Composer</i> ; Ennio Morricone Arranger ; Nicola Arigliano <i>Vocals</i> ;		
No album known		

I Remember Torino

Track

I Remember Torino 1964

Appuntamenti di Punt e Mes

(1964)

I Remember Torino 1964

Ennio Morricone *Arranger*; Nicola Arigliano *Vocals*; Romano Bertola *Composer*;

All versions [[edit](#) | [edit source](#)]

using theme I Remember Torino

05-2 [YT1](#)



Carosello - Punt e Mes 1964

05-3 《MAESTRO》 Issue #14 P26-28

Advertisement spots, already

In numbers 23 p.36 and 26 p.25 of Radiocorriere for the year 1964, the name of Ennio Morricone appears (with a spelling mistake!) on a poster ad for aperitif wine²⁹, Punt e Mes («*Un punto di dolce più mezzo punto di amaro*»³⁰), Italian vermouth from the Carpano house. This poster evokes a series of advertisement spots called **Appuntamenti di Punt e Mes**, written and directed by Luciano Emmer, which revealed German actress Margaret Rose Keil. Romano Bertola composed the music of the jingle, whose version sung by Nicola Arigliano is alleged to have been arranged by Ennio Morricone. The spot from 1964 was awarded the prize for the best movie of the year at the 7th movie festival of Trieste on 9/5/1964. It airs on 7/1, 9/10, 18/10 and 6/11 on the national channel in **Arcobaleno** after the evening news, as well as on 7/5, 25/5, 3/6, 12/6 and 21/6 in **Carosello**.

05-4 [CARP](#)



CARPANO

ONE POINT OF SWEETNESS AND HALF A POINT OF BITTERNESS

THE HIGHLIGHT OF ANY EVENING GATHERING: ENJOYING A PUNT E MES APERITIF IN COMPANY.

A legend in history.
The story goes that on 19 April 1870, a stockbroker, caught up in a discussion with colleagues whilst in the **Carpano** wine shop about the increase in share prices on that day – one and a half points – ordered his usual Carpano vermouth but asked for the barman to add half a measure of bitter, using the regional expression “Punt e Mes”. The drink immediately became popular as an aperitif before lunch, as recalled by the barman of the time Maurizio Boeris.

05-5 [CARO](#)

IL MITO DI

CAROSELLO

La storia Serie

Appuntamenti di Punt e Mes: In bicicletta

L'appuntamento con una bella ragazza straniera ad aprile in riva al mare, sulle note della canzone di Punt e Mes.

Serie: Appuntamenti di Punt e Mes
Titolo episodio: In bicicletta
Data emissione: 03/06/1964
Prodotto: Carpano - Aperitivo Punt e Mes
Attore: Margaret Rose Keil
Regista: Luciano Emmer
Sceneggiatore: Francesco Milizia
Direttore creativo: Armando Testa
Fotografia: Giuseppe Caracciolo
Musicista: Romano Bertola
Produttore: Luciano Emmer
Agenzia pubblicitaria: Testa
Casa di produzione: Erre Film

06 Music (Arranged music by Morricone)

No	Name	Listen
001	I Remember Torino / 02:58	
Extracted from video. Romano Bertola Composer , Morricone Arranger , Nicola Arigliano Singing		