

Hennessy

VERY SPECIAL



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Hennessy

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Make the invisible Visible



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ince he exhibited in London at the 2008 "Cans festival", Alexandre Farto, aka Vhils, then only 20, has exploded onto the global art scene. With mallet and chisel, carbide-tipped drill bits and jack hammers, and even plastic explosives, he has created more than 200 of his portraits around the globe. Powerful, poignant, prescient portraits, from London to Los Angeles, and Rio de Janeiro to Hong Kong, which seem to speak through the walls in a chorus of reflection on the human condition in a changing urban context. But to truly unveil the secrets of the artist's works, one must look towards Lisbon where he founded his studio in 2010, after studying Fine Art at Central Saint Martins in London. Born in

1987, Alexandre Farto grew up in a working-class suburb of Lisbon. By his teens, Alexandre Farto was spray-painting his chosen tag, Vhils, on trains, walls and billboards, exhilarated by the act of reclaiming the public space. But he became fascinated by how his tags continually disappeared. Today, at 30, with an ever growing following, his continually expanding body of work is exhibited worldwide. Vhils takes objects expelled by the city, chipping paint from the doors of demolished mansions, taking razors to millefeuilles of years-old advertising billboards, attacking sheets of scrap metal with acid... Acts of creative destruction, which enables him to "Make the invisible visible" – his leitmotiv.

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My portraits are
of anonymous people.
It's about making
an homage to the
everyday heroes
of the cities

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Alexandre Farto, aka Vhils



“**I** grew up south of Lisbon, quite close to the studio and to Almada, the city across the river from Lisbon. Most of this region was very working class with a lot of naval and metal industries that were closing down when I was growing up (...) This whole region was covered in murals from a huge boom in the 1970s and early 1980s. But I was born in the late 1980s, so when I was young, I remember all these painted walls that were all crumbling and fading in the sun (...) When I was 12 I started to get interested in graffiti. And around 13, I started doing it. For a long time, a lot of what I did was, well, illegal, involving climbing on trains and such. It wasn't just me, but several artists -working together, expressing ourselves in the public (...)

It was kind of my school. It teaches you a lot in terms of organisation, persistence, going hungry to be able to buy cans of paint and do graffiti, so it gives you a lot of self-will and planning skills. But after a while I got tired of communicating only to that group, and I understood that when you work in the public space, you can also touch the public in general (...) At Hennessy, they are doing collaborations with artists the way they should be done – through an open dialogue with the artist, and by actively supporting the concepts and ideals of the artist (...) There is a relationship with my work, which I understood after my visit to Cognac. There are a lot of things in Hennessy's cognac making process that are similar to my process. Like the idea of waiting for time to do its work.”

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Pure Symbiosis... Vhils & Hennessy



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rom his first day visiting Cognac, Vhils was struck by all he and Hennessy share, starting with their impassioned approaches to their respective arts: both have an immutable desire to work with materials that only time can shape and an inspiring history of risk taking and innovation.

Perhaps it was only natural that Hennessy and Vhils decided to instill their Very Special collaboration with an ambitious public dimension. Today, as the new limited edition V.S. is launched throughout the world, in every region they visit Vhils and Hennessy are highlighting musicians, artists, and socially engaged individuals working to promote creative expression in their communities. Their faces will compose a work of art of extraordinary scope by Vhils, only to be revealed at a later date. "To bring this model of making the invisible visible to a global level makes this project so close to my heart," confides Vhils. And to have connected so seamlessly around common values with Hennessy is beyond the artist's expectations.

It's more than just a collaboration, he says. "It's pure symbiosis."

Until Vhils joined with Hennessy to work together on a limited-edition bottle label and box, he'd never imagined that a brand collaboration could be as meaningful. Drawing on his pioneering screen print technique, incorporating Quink ink, bleach, and acid on paper, he created a vibrantly textured work, splashed with black and dark yellows – reminiscent of matured cognac – all on a backdrop of fragments of historic Hennessy billboards and symbols such as grapes, the Hennessy family coat-of-arms, and the three stars which originally distinguished Hennessy V.S in the cognac grading system. And surrounded by this living heritage: a face, looking toward the future.

Revelatory of Hennessy's very DNA, it's a work that perfectly encapsulates the artist's motto, "an ideal", says Vhils, "not just in my art, but in my projects outside the studio too, which are about creating social ladders for artists and musicians that never had the tools to be seen."

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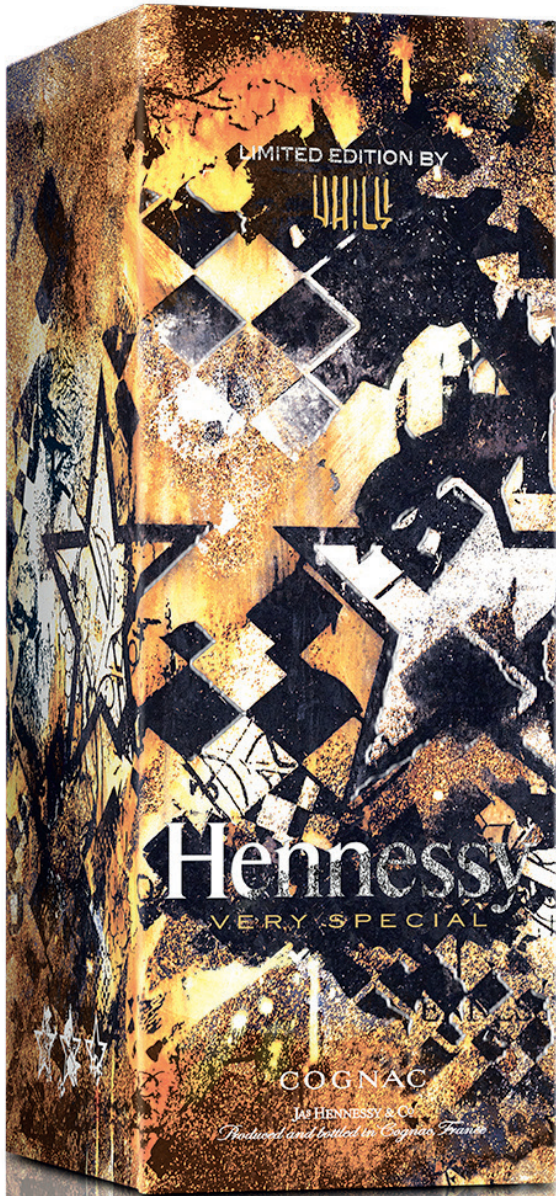
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Hennessy

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Limited edition



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Very special



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Quintessentially Hennessy, - Very Special is the world's best-selling Cognac, a modern incarnation of Hennessy's Three star. The union of warm-hearted and full-bodied flavours, Hennessy Very Special endures through the ages and seduces connoisseurs searching for a Very Special moment. A reference in the art of blending, Hennessy Very Special possesses a unique style.

Demanding in its creation, yet immediately satisfying in its tasting, Hennessy Very Special marks its inimitable style across time. As a reflection of Hennessy's know-how, Very Special's audacious

personality is the result of carefully selecting only the most expressive and distinctive eaux-de-vie. After several years of maturation in French oak casks, the eaux-de-vie are then blended with a mastery and consistency unique to the Maison Hennessy.

Hennessy Very Special brings together an intense and fruity character with pleasant oaky notes. In the palate, powerful flavors evoke grilled almonds, supported by the fresh, lively notes of the grapes.

Share Hennessy Very Special to create a unique tasting moment. Savor it neat, on ice or with a mixer and reveal its character.

ABOUT HENNESSY

From the French region of Cognac and throughout its 250-year history, Hennessy has proudly perpetuated an exceptional heritage based on adventure, discovery and cultivating the best that nature and man can offer. Hennessy's longevity and success across five continents reflect the values the Maison has upheld since its creation: the transmission of a unique savoir-faire, the constant quest for innovation, and an unwavering commitment to Creation, Excellence, Legacy, and Sustainable Development. Today, these qualities are the hallmark of a House – a crown jewel in the LVMH Group – that crafts some of the most iconic, prestigious cognacs in the world.

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Not for France

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