



## HENNESSY X.O ANNOUNCES MULTI-SENSORIAL "LIFE IS AN ODYSSEY" CAMPAIGN WITH ACADEMY AWARD WINNER DIRECTOR DAMIEN CHAZELLE

*French-American Damien Chazelle is the latest director to explore Hennessy X.O's legendary Odyssey saga in a new powerful short film scored by Justin Hurwitz*

**COGNAC, France, June 26TH 2023** - Hennessy is delighted to announce the global launch of *Life is the Greatest Odyssey*, a poignant visual experience directed by Academy Award-winning filmmaker Damien Chazelle. This marks the third installment of the Maison's Odyssey opus following successful collaborations with iconic directors Sir Ridley Scott (2019) and Nicolas Winding Refn (2016).

Inspired by the idea that *Each drop of Hennessy X.O is an Odyssey*, the director of *Whiplash*, *La La Land*, *First Man*, and *Babylon* contemplates how the smallest of moments can trigger a disruptive Odyssey of thoughts and memories. The film is scored by Chazelle's long-time collaborator and Academy Award winner composer Justin Hurwitz.

Juxtaposing space and time, Damien Chazelle introduces the story of a musician who finds himself swept away by his life's memories in a whirlwind adventure where places, people, sound, music, and emotions coalesce over the span of one sip of Hennessy X.O cognac. In his characteristic cinematic signature, the director ends the piece on a note of gratitude and hopefulness, prompting viewers to look inward and reflect on their own lives.

"The film centers around the idea that the most fleeting of emotions can trigger an odyssey wherein childhood, early adulthood, and the future overlap," said Damien Chazelle, film director, screenwriter, and producer. "With Hennessy X.O I looked into one person's memories while leaving the audience to complete the picture."



Prior to shooting the film in Prague, Damien Chazelle visited Hennessy's Cognac cellars. An inspiring prelude that encouraged the decorated director to draw clear parallels between Hennessy's artisanal methods and the art of filmmaking.

"In his epic Odyssey, Damien Chazelle delicately infuses each element of the film with the craftsmanship and timelessness of cognac-making," said Laurent Boillot, President and CEO at Hennessy. "A French-American storyteller with a gift for rendering larger than life emotions on the screen, Chazelle is the ideal partner to encapsulate the greatness that lies in each single drop of Hennessy X.O cognac."

Hennessy X.O's cinematic series explores cognac's seven tasting notes through different directors' styles, visually articulating the complexity of the original extra old cognac through an epic Odyssey.

### **Campaign Credits**

'Life Is the Greatest Odyssey' print and video campaign for Hennessy.

#### **Hennessy Maison:**

Hennessy Global CMO: Julie Nollet

Hennessy X.O Brand Director: Emmy Aoun Gestin

Hennessy Senior Global Marketing Manager Prestige Brands: Isabelle Seguin Boussin

Hennessy Senior Brand Manager: Caroline Schmitt

#### **Production: SUPERPRIME & LOVEBOAT**

Director: Damien Chazelle

Executive Producers : Rebecca Skinner & Greg Panteix

Producers : William Green & Bertille Muguet

DOP: Linus Sandgren

1st AD: Michael Kahn

Production Designer: Florencia Martin

Costume designer: Emmanuelle Youchnovski

Make-up: Arturo Balseiro Santos

Photographers: Christopher Anderson & Romain Laprade

Behind the scenes pictures and movie: Jacqueline de Gorter

#### **Production co: UNIT+SOFA**

Executive Producer: Filip Hedjuk

Line Producer: Tereza Kalova



Local Production designer: Henri Boraros

**Post Production: The Mill**

Executive Creative Director : Franck Lambertz

Head of executive : Lionel Juglair

Post producer : Bastien Adam

Editor director's cut: Shane Reid

Editor: Sophie Reine

Color grading: Matt Wallach @ Company3

**Music Production:**

Music composer: Justin Hurwitz

Sound production company: Justin Hurwitz & Barking Owl

**Agency: DDB Paris**

Chief creative officer: Alexander Kalchev

Creative directors: Alexis Benbehe & Pierre Mathonat

Art directors: Mathieu Masse, Perrine Tixier, Charline Boisdon

Producer & Art Buyer: Quentin Moenne-Loccoz

Post producer: Jérôme Deplatière

Managing director : Xavier Mendiola

Business director: Meryl Martin

Account director: Floriane Portaspana

Account executive: Marie Melet & Clarisse Comte

**ABOUT DAMIEN CHAZELLE**

Academy Award® winner Damien Chazelle most recently directed the Golden Globe and SAG-nominated *BABYLON*, starring Margot Robbie, Brad Pitt, and breakout star Diego Calva. He previously directed *FIRST MAN*, the riveting story of NASA's mission to land a man on the moon garnered four Oscar nominations, winning Best Achievement in Visual Effects. He wrote and directed the modern musical *LA LA LAND*, which earned 14 Oscar nominations, winning six awards, including Best Director for Chazelle, who is the youngest director to receive the award. The film also won a record-breaking seven Golden Globes and was also honored with five BAFTA wins and 11 nominations. His 2014 film, *WHIPLASH*, received five Academy Award nominations and three wins, including Best Supporting Actor for J.K. Simmons. His 2013 short, based on the *WHIPLASH* screenplay, won the Short Film Jury Prize at Sundance, and the following year the feature film took home both the Jury and Audience Awards from the festival. Chazelle made his first



feature, GUY AND MADELINE ON A PARK BENCH, as an undergraduate student and the film premiered at Tribeca Film Festival.

## **ABOUT HENNESSY**

The leader in Cognac, the Maison Hennessy has shone around the world with its exceptional know-how for more than 250 years. Built on founder Richard Hennessy's spirit of conquest, the brand is present in more than 160 countries. Based in the heart of the Charente region, Hennessy is also a steadfast pillar of the regional economy. The Maison's success and longevity are rooted in the excellence of its cognacs, each of which is born of a unique process of transmission of know-how from generation to generation. The first spirits Maison to be certified ISO 14001, Hennessy unites its capacity for innovation and the support of all of its partners to protect this exceptional area. As a crown jewel of the LVMH Group, Hennessy is a major contributor to French international trade, with 99% of production sold in export, and a worldwide ambassador for the French art de vivre.

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