



Hennessy

轩彩熠熠
耀新春

ART BY LIU WEI

HENNESSY VSOP PRIVILEGE
COCKTAILS
FOR CHINESE NEW YEAR 2021

HENNESSY PRESENTS SPECIAL VSOP PRIVILEGE COCKTAILS FOR CHINESE NEW YEAR 2021

Hennessy is pleased to share two bespoke cocktail recipes composed for a period of new beginnings and celebrations. A prolongation of an exceptional collaboration, "Spring Freshness" and "Spring Blossom" were inspired by "Spring," the artwork created by the renowned contemporary artist Liu Wei for the Maison Hennessy to celebrate Chinese New Year 2021.



Promising bright horizons after a particularly challenging period, the Year of the Ox is traditionally associated with openness, talent and confidence. In that spirit, the Maison Hennessy granted Liu Wei carte blanche to herald an auspicious period that carries the promise of hope, and togetherness.

The artwork "Spring" conveys an almost psychedelic sense of joy. A visual echo of Hennessy VSOP Privilege, its motifs buoy the spirit with vibrant shades of fuchsia, blue, green and yellow. For Liu Wei, the medium and recurring motifs serve as an artistic metaphor, reflecting his ongoing quest for "a certain kind of beauty within a world of possibility." The two cocktail recipes are conjuring the spontaneous, joyous nature of the season of rebirth.

COCKTAIL

HENNESSY SPRING FRESHNESS

Hennessy VSOP Privilège embraces the intense, bittersweet aromas of Cointreau and YEO's lychee juice with a dash of rose water, finished with a squeeze of lime.

INGREDIENTS

40ml Hennessy VSOP Privilege
10ml Cointreau
60ml Lychee juice
3 Dashes Rose water
1 Squeeze of lime

Mix all ingredients with ice directly in a glass. Garnish with edible rose flower if desired.



COCKTAIL

HENNESSY SPRING BLOSSOM

Hennessy VSOP Privilège finds an ideal fresh and floral companion in Muyu green jasmine, complemented by Foco coco water.

INGREDIENTS

40ml Hennessy VSOP Privilege

10ml Muyu Jasmine Verte

60ml Coco water Foco

Mix all ingredients with ice directly in a glass.



ABOUT LIU WEI

The Beijing-based artist Liu Wei, 48, graduated from the China Academy of Art in 1996. He is heavily influenced by the instability and fluctuation specific to 21st-century China, in particular with respect to the country's physical and intellectual landscape. Early in his career, Liu belonged to a generation of artists known as the Post-Sensibility group. Since then, Liu has become a singular presence on the global art stage for works spanning various media including large-scale installations, video, drawing, painting, digital design, and sculpture, as well as for his use of unconventional materials and shapes. Liu Wei received the Chinese Contemporary Art Award for Best Artist in 2008 and received the Award of Art China in 2016. He first participated in the Venice Biennale in 2005 and was a featured artist at the 2019 Venice Biennale.

ABOUT HENNESSY

The leader in Cognac, the Maison Hennessy has shined 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 House'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 house 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

PRESS CONTACTS

Pauline Merabet – pmerabet@moethennessy.com

Andrea Borrmann – andrea@dmmediapr.com

PLEASE DRINK RESPONSIBLY – NOT FOR FRANCE