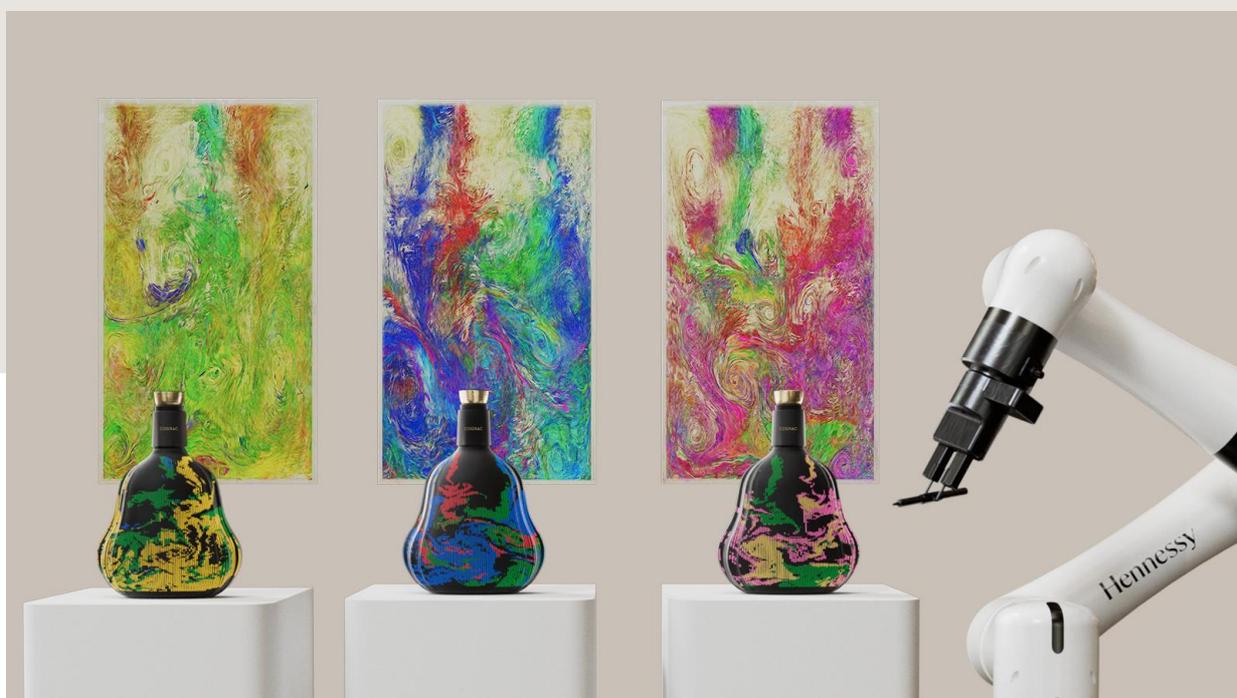


# Hennessy

## HENNESSY X.O COLLECTION BY FLORIAN ZUMBRUNN, EXCLUSIVELY IN COGNAC, FRANCE

Hennessy proudly introduces the Hennessy X.O Collection by Florian Zumbrunn, blending generative art, innovation, and craftsmanship. When robotics and digital technology come together to offer ultra-personalization of iconic decanters.



[Cognac, France, December 12, 2024] Driven by a longstanding pioneering spirit and passion for supporting avant-garde creations, Hennessy pushes the boundaries of innovative collaborations by partnering with French generative artist Florian Zumbrunn to customise the iconic decanter of Hennessy X.O.

Together, they unveil a collection of 40 numbered pieces, exclusively available in Cognac, France. Each carafe features a unique and customizable design painted by a robotic arm through an innovative production process, engineered by robotic expert Jean-Marie Ollivier.

A pioneer in generative art, Florian Zumbrunn graduated from the prestigious Paris visual arts school, *Les Gobelins*. A fresh artistic voice with a thriving international career, his works have been shown in group and solo exhibitions globally, from London to Miami, Paris to Tokyo.

Generative art is a practice that uses algorithms pre-written by the artist to autonomously generate new artwork, ideas, shapes, colours and patterns. This unique blend of art and technology not only expands the possibilities of creative expression

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but also challenges our understanding of both fields.

Earlier in the year, Florian Zumbrunn travelled to Cognac, France, immersing himself in the heritage of Hennessy, drawing inspiration from the fine art of blending eaux-de-vie and meeting those who passionately craft Hennessy X.O using the same recipe created by Maurice Hennessy in 1870 for his circle of friends.

"In my work, I am constantly merging multiple disciplines. I blend the old with the new, human gestures with machine output, traditional techniques such as pastel and watercolor with lines of code. From that perspective, I was particularly inspired by Hennessy's mastery of the fine art of blending, and its continuous dialogue between tradition and innovation," he explains.

The creation of the 40 decanters in this limited-edition Hennessy X.O Collection is driven by the artist's programming of a series of algorithms.

These algorithms produce random compositions from millions of potential variations, influenced by factors such as the number of colors and the customer's selection of a color palette in the boutique.

Once previewed on a tablet and approved by the customer at the time of purchase, each design is then meticulously painted under their very eyes by a state-of-the-art robotic arm located in the boutique onto the "second skin" shell that encases each decanter - reflecting a combination of digital, artisanal, and technological influences.

Made entirely from paper pulp, this modern design serves as an eco-conscious and durable encasement that embraces and protects the X.O iconic blend. A leather label is then wrapped around the neck of each carafe for a flawless finish.



*« As a generative artist, I paint with code, standing on the shoulders of the masters of Impressionism to reinvent their movement in a contemporary language, where each line of code weaves a bridge between the past and the future of art. »*

Florian Zumbrunn

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## EXCLUSIVELY IN COGNAC, FRANCE

The 40 bottles of the Hennessy X.O Collection by Florian Zumbunn are available exclusively at the Hennessy Boutique in Cognac from December 12, 2024, at 1200€ (100cl) with a 60x100cm fine art matching print signed by the artist. An ordering and shipping service is also available.

Hennessy Boutique

Rue de la Richonne, 16100 Cognac, France

+33 5 45 35 06 44

Open Wednesday to Saturday from 9:45am to 1:00pm and 2:00pm to 6:30pm.

## ABOUT HENNESSY

Founded on Richard Hennessy's pioneering spirit and with a legacy of over 250 years, the brand spans over 160 countries, but remains rooted in the Charente region in France. Beyond its iconic cognacs, Hennessy embraces cultural collaborations, evidenced through its many partnerships with visionary artists from around the world. Over the years, Hennessy has worked with cultural icons in design, art, fashion and music to celebrate a diverse range of creativity to reflect the multi-faceted nature of the brand and to bring to life the Hennessy cognac's versatility.

For further information, serves and collaboration details, please visit [Hennessy.com](https://www.hennessy.com) or follow [@Hennessy](https://www.instagram.com/Hennessy) on Instagram.

## PRESS CONTACTS

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