

Hennessy

ON THE EVE OF ITS 200TH ANNIVERSARY HENNESSY V.S.O.P PRIVILÈGE LIMITED EDITION CELEBRATES THE HOLIDAYS WITH LAYERED HARMONIES BY CARNOVSKY

The Milan-based artistic duo “Carnovsky” uses its “RGB” signature to bring multiple visions of Hennessy V.S.O.P Privilège cognac to a single limited edition.

Since it was first created in 1818, as a special order for the future King George IV of England, Hennessy V.S.O.P has reigned as the ideal expression of a perfectly balanced cognac.

For eight generations, Hennessy Master Blenders have upheld an unwavering quest for excellence, ensuring that V.S.O.P Privilège retains its unique identity and remains an unrivaled reference in the world of cognac.

Such unique character deserves an exceptional portrait. In keeping with the Maison’s tradition of supporting the arts, Hennessy celebrates V.S.O.P Privilège with annual limited editions by esteemed artists. In recent years, Hennessy has collaborated with acclaimed British graphic artist Peter Saville, in 2014 and 2015.

The Carnovsky signature and the many dialogues it inspires have placed the duo at the forefront of the contemporary design scene. For Hennessy, this collaboration marks the first venture into the limitless horizon of virtual animation.

THE 2016 HENNESSY V.S.O.P PRIVILÈGE LIMITED EDITION BY CARNOVSKY

Hennessy V.S.O.P Privilège celebrates its legacy through the unique – and multi-layered – vision of the Milan-based artistic duo Carnovsky. Since founding their studio in 2006, artists Francesco Rugi and Silvia Quintanilla have captured the art world’s attention with an aesthetic that blends 17th century illustrations with the “RGB Project”, a digital technique named for the virtual world’s primary colors: red, green and blue.

The design for this season’s Hennessy V.S.O.P Privilège Limited Edition began with a visit in Cognac, the historic seat of Hennessy. From the Maison’s archives, Carnovsky sourced a variety of patterns illustrating the fundamental elements of cognac making – sun, earth, grapes, and water – as well as symbols representing Hennessy mastery, such as its coat of arms or the compass.

Carnovsky then extrapolated Hennessy’s story into layers, rendering it in “RGB” - Red, Green and Blue overlays - to illustrate the origin and spirit of Hennessy V.S.O.P Privilège. Although they coexist harmoniously to the naked eye, these three narrative layers take on an unexpected depth and reveal the invisible stories beneath when viewed through a colored filter:

- **Red:** Symbolizing the **energies and the forces involved in creating V.S.O.P Privilège**, the red filter highlights **the sun and the moon**, evoking the time required to mature eaux-de-vie. The **flowing fountains** as an evocation of the natural force of water, an allegory for The Charente River, which was so essential to cultivating grapes. Hennessy's mastery of craft and the precision of its savoir-faire are symbolized by the **Hennessy family coat of arms** and **a compass**, which also serves as a metaphor for the expertise of the Hennessy Tasting Committee.
- **Green:** At the origin of V.S.O.P lie **nature and its fruits**. In this layer, the lushness of nature comes through in **vine shoots**, the **leaves** from antique V.S.O.P labels, the **grape** and the mighty **oak** used to make barrels. **Floral embellishments** convey the finesse and elegance of V.S.O.P Privilège.
- **Blue:** The dreamscape of **a sensorial journey** and the experience of **tasting V.S.O.P Privilège** are symbolized by a **sailing vessel**. A **crown** nods to the Prince Regent – later King George IV – whose order in 1817 led to the creation of V.S.O.P Privilège. A **cornucopia** signifies the symphony of flavors in V.S.O.P, while wings represent the evaporation of eaux-de-vie known as “la part des anges”, or the “angels’ share”.

In each V.S.O.P Privilège Limited Edition gift box, customers will find an illustrated leaflet and colored filters to enhance their appreciation of the Carnovsky concept for Hennessy. Customer will also be invited to craft their own RGB symbol on craftmysymbol.com. Each symbol is crafted by CARNOVSKY using patterns related to the user's personal identity.

The 2016 Hennessy V.S.O.P Privilège Limited Edition bottle will be available for purchase this Holiday season.

DELUXE: ideal for special occasions and collectors, the deluxe offer includes a lacquered bottle marked individually and a luxurious coffret

MINI: The classic V.S.O.P Privilège bottle is package with a deluxe 5cl miniature

GLASSES: A festive V.S.O.P Privilège bottle package with 2 limited edition glasses

ABOUT V.S.O.P.

The blend inside the 2016 V.S.O.P Privilège Limited Edition Bottle is the original V.S.O.P Privilège blend, a very versatile cognac that easily matches every tasting occasion; whether enjoyed neat, on the rocks, as a long drink or in a more creative mix. Hennessy V.S.O.P Privilège blends *eaux-de-vie* from the four best growing areas of the Cognac region to create a well-balanced blend of richness and smoothness.

TASTING NOTES

V.S.O.P Privilège is characterized by its well-loved aromas, balance and long-lasting finish.

A CRESCENDO OF AROMAS: On the nose, the first fragrances perceived are soft spices such as vanilla, clove and cinnamon. Then delicate toasted notes follow, arising from the maturation in oak barrels.

A NATURAL BALANCE OF STRENGTH AND SMOOTHNESS: On the palate, the natural balance of strength and smoothness creates a harmonious blend in which maturity combines with vigor. The structure is softened by a suggestion of fresh grape character.

A LONG-LASTING FINISH: The highlight of tasting Hennessy V.S.O.P Privilège is the long-lasting finish, revealing the natural balance of the blend: testament to a superior cognac.

ABOUT CARNOVSKY

Italian-born Francesco Rugi and Colombian-born Silvia Quintanilla founded their studio, Carnovsky, in 2006. A couple in art and in life, the duo pioneered the “RGB Project” a process for creating, enhancing and replicating images using the digital world’s three primary colors, red, green and blue. The Carnovsky signature, a visually striking blend of 17th century illustrations and digital landscaping techniques, has placed the artists at the forefront of the contemporary design scene. The winners of the Wallpaper* award in 2012, Carnovsky has infused new life to the world of interior décor with wallpaper and tile designs that transform depending on the kind of lighting used. The V.S.O.P Privilège Limited Edition for Holiday 2016 is the duo’s first collaboration with the Maison Hennessy.

ABOUT HENNESSY

From its seat in 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 the most iconic, prestigious cognacs in the world.