



*les Journées
Particulières* / LVMH

**The Maison Hennessy welcomes visitors to four emblematic sites
and shares the excellence of its savoir-faire during the
2018 Journées Particulières LVMH.**

Since 2011, the Journées Particulières LVMH have allowed the general public to discover exceptional places all over the world, and to meet in person the artisans and creative minds who work at each of the Houses every day.

This fourth edition highlights the rich savoir-faire, the strength of innovation and creativity, and the diverse architectural and cultural heritage within the Group's 56 participating Houses.

The Maison Hennessy is pleased once again to open its doors to four of its emblematic sites, some of which are ordinarily closed to the public. Several experiences will be on offer, whether by reservation or open access, on October 12th, 13th and 14th.

The Hennessy Visitor Circuit and the art of selection

Take a look behind the scenes at the Maison Hennessy with an innovative guided tour that lets visitors discover the excellence of its know-how. This sensorial, dynamic circuit culminates with an immersive experience inside the Founder's Cellar, the inner sanctum where the House's most precious eaux-de-vie are aged. For the occasion, a contemporary artistic installation symbolizing the Master Blender's quest and the art of selection will be revealed to the public for the first time.

Exhibition – “Make the Invisible Visible” - Vhils

To celebrate the new, limited edition of Hennessy Very Special, the Maison Hennessy is hosting an exhibition in Cognac of works by the urban artist Vhils. A veritable transposition of his creative process, “Make the Invisible Visible” allows visitors to grasp the genesis of the series of works Vhils created for this limited edition. The artist drew inspiration from several pieces in the Hennessy archives that punctuate this exhibition and shed new light on his work.

The garden and winter garden at the Château de Bagnolet

Built on the banks of the Charente River in 1810, the Château de Bagnolet is a former Hennessy family residence. Designed in a style similar to the colonial mansions of New Orleans, Louisiana, and surrounded by an exceptional 7 acres of grounds, it symbolizes the art de vivre at the Maison Hennessy.

The winter garden was renovated entirely in 2018, a project that required the expertise of the finest master craftsmen. Metalworkers, stonemasons and landscape artists worked together to restore this historic place to its original glory and charm. A mosaic inspired by the peaceful Charente River nearby is the work of mosaicist Mathilde Jonquière. A vibrant creation composed of countless shades of green marble, it serves to highlight this inspiring place.

ALCOHOL ABUSE IS DANGEROUS FOR YOUR HEALTH. PLEASE DRINK RESPONSIBLY.



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Pont Neuf – production site

Inaugurated in October 2017, Pont Neuf is an innovative technological tool dedicated to artisanal tradition. This new bottling unit makes it possible to scale up production capacity in function of the Maison's growth. Pont Neuf is also a model in terms of sustainable construction: the site is certified High Environmental Quality (HQE) end-to-end, from the reception of cognacs to shipping of finished products.

Practical information

Visits of the Maison Hennessy and the Pont Neuf production site are available by reservation only: www.lesjournéesparticulières.fr (registration opens September 13th).

Open access to the “Make the Invisible Visible” exhibition, the garden and the winter garden at the Château de Bagnolet.

Opening hours

October 12th, 13th and 14th: 10am-12pm and 2pm-6pm

Accessible to persons with reduced mobility

For security reasons, the Pont Neuf production site is unable to welcome children under 10 years of age.

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 130 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 from generation to generation. The first wine and 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.

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