



Hennessy
VERY SPECIAL
LIMITED EDITION by RYAN M'GINNESS

About Ryan McGinness

Ryan McGinness is a multi-disciplinary artist working and living in New York City. His work includes drawings, paintings, sculptures, prints, books, products, and installations. Known for his extensive vocabulary of drawings that use the visual language of public signage, corporate logos, and contemporary symbology, McGinness is credited with elevating the status of the icon to fine art.

Throughout his stellar career, the Virginia-born artist has been heralded as “a leading pioneer of the new semiotics” and “an art star” by publications such as The New York Times, Black Book and Vogue. Unquestionably, Ryan McGinness has created one of the most powerful symbol-driven body of work in the contemporary art world. His works have been exhibited in prestigious galleries and museums around the world, including the Museum of Modern Art in NYC, Museum of Contemporary Art San Diego, the Virginia Museum of Fine Arts, MUSAC in Spain and the Misumi Collection in Japan.

It was an early childhood of creative inclination encouraged by his mother, followed by a rigorous passage through Carnegie Mellon University’s elite design program that forged together Ryan McGinness’ adept visual communication skills. A curatorial assistant position at the Andy Warhol Museum in Pittsburgh also allowed the young artist to immerse himself in the legacy of Pop art and one of its most significant figures. McGinness then moved to New York City, which has since become one of his most inspiring muses: “There’s a very frantic energy in the streets of New York City. The hustle and bustle of downtown Manhattan gets translated into my work and inspires the activities inside the studio,” shares the artist.

The defining ethos of the artist’s visual universe can be encapsulated in the original formula “*elements < compounds < mixtures*”, which breaks down the essence of his creative process. “The analogy I use is with chemistry: in my work, the drawings and the graphic *elements* are used to make *compounds*, which are drawings that are combined together. Then those compounds and elements are used to make *mixtures* which can take the form of paintings, sculptures or installations,” explains McGinness.

This analogy is also at the core of his connection with Hennessy. “My language of *elements*, *compounds* and *mixtures* can easily be applied to the world of Hennessy, with grapes, eaux-de-vies and blends. Both of our trades involve this creative transformation process, which I find fascinating,” declares the visual artist.

To seal the profound value of his craft and this special collaboration with Hennessy, McGinness has also embraced the opportunity to extend his ongoing *Black Holes* series—one of the artist’s most renowned bodies of work—through his Hennessy Very Special Limited Edition label artwork. “My *Black Hole* series of paintings emerged out of a desire to make the absolute fanciest paintings I possibly could, they are composed of flourishes, fleur-de-lys and swirls which represent elements of fanciness,” reveals Hennessy’s guest artist.

With this commitment to intention and consistency as virtues, Ryan McGinness embarks on a collaborative journey with Hennessy that—like his work—is destined to captivate the imagination of audiences worldwide.





Elements Compounds Mixtures

The Art of Blending

Much like an ageless recipe, the essence of a great union begins with harmonious ingredients. Celebrating this concept alongside guest artist Ryan McGinness means setting forth a new paradigm for Hennessy and its 250 year-old tradition of cognac craftsmanship.

This collaboration is a perfect embodiment of Hennessy's lifelong dedication to the Art of Blending, paired with McGinness's own trinity of *elements*, *compounds* and *mixtures*. "The process of building my universe is analogous to the way Hennessy builds its own. There are definitely striking parallels in our respective approach, as it materializes in either cognac for Hennessy or art for myself," declares the artist about the undertaking.

Indeed, while McGinness' formula of *elements*, *compounds*, *mixtures* encapsulates the process of going from his original drawings to elaborate graphic compositions to refined paintings, sculptures and installations; his creative analogy can easily be applied to Hennessy's own refining process: "For Hennessy, the elements are the grapes, the compounds are the eaux-de-vie, and the mixtures are the blends that constitute the cognac," marvels the artist with amazement.

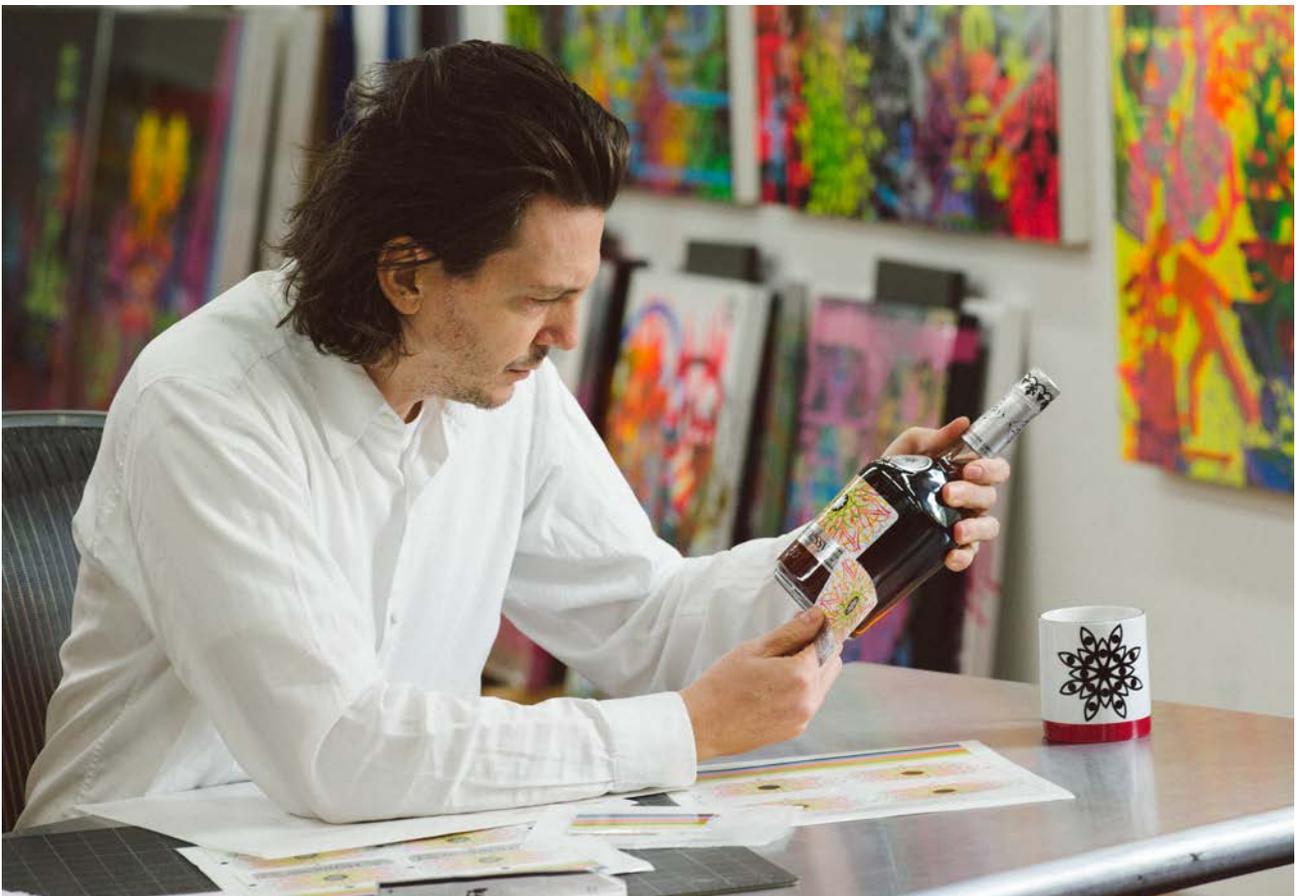
Ryan McGinness and Hennessy also share the values associated to the process – to select original ingredients with care, and to mix them together in a unique and distinctive way. For Hennessy, the holistic process of creating its cognac blends is essential to maintain its excellence.

Likewise, Ryan McGinness has developed elaborate systems to accommodate the outpouring of his ideas, going from rigorously archiving and thumbnailing every single one of his sketches to attributing specific numbers and codes to the colors he mixes in his studio. For both McGinness and Hennessy, the process is just as important as the end result, if not more. "It gives the work more integrity when you can share how it was made. It's not unlike solving an equation, and showing all the different steps you took to solve it. It validates the solution, and it protects it against anything. If you could help prove how you obtained the truth, then it becomes irrefutable," professes the artist.

Selecting an artist as evolutionary and forward-thinking as Ryan McGinness to join in its age-old process is an affirmation of unmatched parallel for Hennessy. It is a unique pairing of components that, when fused together, declare a fuller and larger story—much like how the physical ingredients of the maison's world-renowned cognac combine to create the legacy of an unmatched savoir-faire. "That idea of making your own ingredients is a reflection of the core values that we both share. I obsess over craftsmanship in my work, and it is what I value in Hennessy's approach as well. Craftsmanship is an extension of the human spirit. It is what differentiates man from machine, and art from automation" proclaims McGinness.

The collaboration's continued dialogue presents both a visual paradigm shift and a shining tribute to Hennessy's oath of "Crafting The Future Since 1765."





Hennessy Very Special Limited Edition by Ryan McGinness

In its continuing legacy of artist-driven collaboration, Hennessy has welcomed Ryan McGinness to design its new Hennessy Very Special Limited Edition. The American artist, revered for his mastery of semiotics, was invited to share his visual expertise and join the prestigious ranks of prior collaborators such as Futura, Os Gemeos and Shepard Fairey.

To initiate the mutual exchange, the artist was invited to explore and reinterpret Hennessy's Very Special bottle elements—including its iconic coat of arms. "The fact that Hennessy let me change the Hennessy family crest and traditional symbol speaks volumes about their openness to new ideas," expresses the committed artist about the opportunity to merge his universe with the Maison's.

Two main concepts drive the design of Ryan McGinness' Hennessy Very Special Limited Edition bottle: the artist's *Black Holes* body of work, and the inclusion of metadata about the bottle and its contents. "I felt the bottle was a perfect canvas to extend my *Black Holes* body of work. The inclusion of the *metadata* concept was also important for me because it's an extension of what I'm already pursuing in my work", explains the artist.

To Ryan McGinness, the *metadata* is the information about the information, a subtext offering another level of understanding: "In a museum, the *metadata* would be the captions on the walls describing the artwork.

Here, the *metadata* is a set of icons I have designed to express very blunt information about alcohol content, quantity, and things like that. My idea for this project was to showcase it in a prominent way."

As his personal design signature, Ryan McGinness has also included his captivating *Radiating Eye* symbol in both the center of the label and the coat of arms crest. "The *Radiating Eye* is a figurative drawing that expresses multiple vision, which I have used as a core element in all of my work. It is an autobiographical element that represents my interest in mind expansion," describes the artist.

While Ryan McGinness' powerful icons are at the heart of this exceptional collaboration, it is the intricate formations of his prestigious *Black Holes* patterns that truly captivate the eye with their fluorescent colors. "The previous Limited Edition designs all seem to be kind of dark, so my initial idea was to lighten it up. So I designed a very bright color palette to create a colorful label, and the result is this white label with bright fluorescent colors radiating from the center" explains the visual artist about his color palette choices.

"What I hope is communicated in this label and in this artwork is a sense of an enlightenment." McGinness nobly declares.





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About Hennessy Very Special

HISTORY

Quintessentially Hennessy, Hennessy Very Special is a reference in the art of blending for its unique style. Hennessy Very Special is the modern incarnation of Hennessy's Three Star and the world's most popular Cognac. The union of warm-hearted and full-bodied flavors, Hennessy Very Special endures through the ages and seduces connoisseurs searching for a very special moment.

TASTING NOTES

The Power of Blending

On the nose, Hennessy Very Special brings together an intense and fruity character with pleasant oaky notes. In the mouth, powerful flavors evoke grilled almonds, supported by the fresh, lively notes of the grapes.

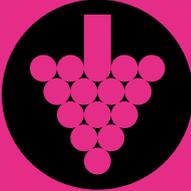
Fundamentally Hennessy

Demanding in its creation, yet immediately satisfying in its tasting, Hennessy Very Special marks its inimitable style across time. As a reflection of Hennessy's know-how, Very Special's audacious personality is the result of carefully selecting only the most expressive and distinctive eaux-de-vie. After several years of maturation in French oak casks, the eaux-de-vie are then blended with the mastery and consistency unique to the Maison Hennessy.

A Unique Moment

Share Hennessy Very Special to create a unique tasting moment. Savor it neat, on ice or with a mixer and reveal its character.

Metadata for Hennessy Very Special by Ryan McGinness:

 <p>Grape Leaf</p>	 <p>Grapes</p>	 <p>Hennessy Very Special</p>	 <p>Radiating Eye</p>
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