

HENNESSY X.O COLLECTION BY FLORIAN ZUMBRUNN: THE DARING UNION OF GENERATIVE ART AND ROBOTICS

To revisit the design of its iconic Hennessy X.O decanter, Maison Hennessy enlisted the creative agency OK C'EST COOL to conceive a unique experience blending ultra-customization, artistic creation, and robotic innovation. This one-of-a-kind customer journey, balancing tradition and innovation, culminates in the creation of an exclusive collection of 40 numbered pieces envisioned by generative artist Florian Zumbrunn.

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To reinvent the design of its legendary Hennessy X.O decanter, Maison Hennessy collaborated with OK C'EST COOL to craft a distinctive experience uniting ultra-customization, artistic innovation, and cutting-edge robotics.

This unique customer journey bridges tradition and innovation to create an exclusive collection of 40 numbered pieces, designed by generative artist Florian Zumbrunn, available exclusively in Cognac. Each carafe features a unique, 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 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.

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ABOUT

OK C'EST COOL

OK C'EST COOL is a creative and innovation agency that shapes modern brands through cutting-edge experiences. The agency supports leading brands in the luxury, beauty, and lifestyle sectors in their communication and transformative innovation projects, including Hennessy, Parfums Christian Dior, Guerlain, L'Oréal Professionnel, Yves Saint Laurent Beauty, Shu Uemura, Valentino Beauty, La Roche-Posay, Hoka, and more.

MAISON HENNESSY

A global leader in cognac, Maison Hennessy has been a beacon of exceptional expertise for over 250 years. Founded by visionary Richard Hennessy, the brand is present in more than 160 countries. Based in the heart of the Charente region, Hennessy is also a committed regional economic player. The brand's success and longevity are rooted in the quality of its cognacs, crafted through a unique process of generational knowledge transfer. In 1998, Hennessy became the first spirits company to achieve ISO 14001 certification, reflecting its dedication to innovation and sustainability. A jewel in the LVMH Group, Hennessy is a key player in French international trade, exporting a significant portion of its production and contributing to the global influence of French savoir-faire.

CREDITS

Concept, Creation, Artistic Direction, Digital Production: OK C'EST COOL

Artist: Florian Zumbrunn

Robotic Development: 7ème AXE

Robotic Production: THE FAIRY