

Beat: Arts

Hennessy Cognac And Tattoo Artist Scott Campbell Join Forces

For 2016 Limited Edition Bottle Of V S

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USPA NEWS - Hennessy Very Special (V.S), the world's #1 Cognac, announces the latest edition of its Very Special Limited Edition series with a new bottle design created by American tattoo artist Scott Campbell. In continuing a legacy of artistic collaboration that spans centuries, the new bottle serves...

Hennessy Very Special (V.S), the world's #1 Cognac, announces the latest edition of its Very Special Limited Edition series with a new bottle design created by American tattoo artist Scott Campbell. In continuing a legacy of artistic collaboration that spans centuries, the new bottle serves as an embodiment of Hennessy's dedication to the art of blending by overlapping two very different, very old traditions : tattoo artistry & Cognac making. The Limited Edition release is the sixth in an ongoing series between Hennessy V.S and internationally renowned artists, including Ryan McGinness, Shepard Fairey, Os Gemeos, Futura, and KAWS.

Scott Campbell describes his art for the V.S Limited Edition as a 'conversation between two people, times and places. It's two seemingly opposite worlds.' Inspired by James Hennessy's penmanship, the artist infused the V.S label with his own sensibility, drawing a design based on a pair of wings, a universal symbol of freedom and travel that also invites the viewer to project personal understanding onto it

In 2016, the Maison Hennessy celebrates over two and half centuries of an exceptional adventure that has linked two families, the Hennessys and the Fillioux, for seven generations and spanned five continents. It began in the French region of Cognac, the seat from which the Maison has constantly passed down the best the land has to give, from one generation to the next.

Scott Campbell, 39, is renowned as one of the most talented tattoo artists in the world. After abandoning an early career in biochemistry, the Louisiana-born artist moved to San Francisco, where he learned the craft of tattooing at Picture Machine, one of the oldest shops in California.

Source : Hennessy

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