

DUGGAL VISUAL SOLUTIONS

HENNESSY

Digital Signage
TSince its founding in 1765, Hennessy has pushed the limits of achievement in every medium; be it through Cognac, or modern marketing. Renowned for pioneering an artistic approach to promoting their product, Hennessy enlists acclaimed artists and designers in their global advertising. This pathos was illuminated in their 'The Seven Worlds' of Hennessy XO by Ridley Scott pop-up at John F. Kennedy (JFK) International Airport, New York, where Hennessy partnered with Duggal Visual Solutions to create a 10-screen video wall.

As previously reported, 'The Seven Worlds' is an short film exploring Scott's creative interpretations of the seven tasting notes in Hennessy's signature cognac Hennessy XO, as described by Hennessy's Comité de Dégustation – Sweet Notes, Rising Heat, Spicy Edge, Flowing Flame, Chocolate Lull, Wood Crunches and Infinite Echo.
See more information at www.duggal.com

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