

FOOD AND BEVERAGE

The Macallan captures unspoken ingredient in Steven Klein photography series

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The Macallan Masters of Photography: Steven Klein collaboration

By STAFF REPORTS

Scottish distiller The Macallan has paired with Steven Klein to release a limited-edition Scotch whisky and never-before-seen imagery taken by the photographer.

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Since 2008, The Macallan has partnered with well-known photographers for its Masters of Photography series that include a limited-edition Scotch and a display of the selected photographer's work. The Macallan Masters of Photography's partnership with Mr. Klein marks the spirit maker's sixth utterance of the project.

Moments in time

This year's Masters of Photography series explores a fundamental ingredient to making The Macallan: time. Referred to by The Macallan as the "unspoken fourth ingredient," each bottle of the brand's Scotch whisky captures a moment in time due to the aging process.

The Macallan is enjoyed in the future and rooted in the past, distilling elements that also play into this year's theme of time.

Mr. Klein used The Macallan's distilling process of the basis of his project that captures a single moment in time through film and imagery.



The Macallan Masters of Photography: Steven Klein imagery

The Macallan's master whisky maker Bob Dalgarno also created a whisky for the occasion. The resulting Scotch whisky has a very specific and unusual character and flavor profile due to the use of rioja wine casks to age the spirit.

Mr. Dalgarno's blend is the master whisky maker's own interpretation of Mr. Klein's work, thus forging an authentic and well-conceived collaboration of artistic expression.

"My intention was to examine a world standing still through a moving camera," Mr. Klein said in a statement. "Typically with consumption of alcohol, there is always an abundance of movement.

"The idea is the perception of time," he said. "I used one of my favorite designers, Thom Browne, for the characters because I believe his clothes are bridged between the past and future in a great way."

The Macallan Masters of Photography: Steven Klein

The Macallan's Masters of Photography: Steven Klein edition is presented in a black case featuring the limited-edition Scotch whisky and one of ten different exclusive prints signed by Mr. Klein.

Included in the case is horse's head bottle stopper and custom barware tools. The bar accessories were inspired by the Roca brothers of the El Celler de Can Roca in Spain and Mr. Klein's "dark and glamorous" photography style.

The Macallan Masters of Photography: Steven Klein will retail for \$2,995 and only 100 bottles have been reserved for the United States market.



The Macallan Masters of Photography: Steven Klein is limited to 100 cases in the U.S.

Past photographers to work with The Macallan on Masters of Photography include Elliott Erwitt, Annie Leibovitz, Albert Watson and Rankin.

For the most-recent Masters of Photography The Macallan recruited fashion and portrait photographer Mario Testino.

For Master of Photography, The Macallan invited photographers to capture the brand's six pillars through their own lense. Mr. Testino worked with Macallan to bring to life its foundational pillars by giving each its own personality ([see story](#)).

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