

FOOD AND BEVERAGE

## Hennessy celebrates European Heritage Days with virtual reality release

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Opened earlier this year, *Mobilis* places visitors in the midst of a dreamlike voyage. Image credit: ARR

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By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy is embracing digital art with its latest activation, *Mobilis*, an immersive virtual reality experience inspired by the sketches of founder Richard Hennessy.

In celebration of the 40th anniversary of European Heritage Days, a series of cultural events held across the continent each September, French designers Olivier Kuntzel and Florence Deygas created a multisensory showcase of the label's unique marks of savoir-faire housed at Quai Maurice Hennessy in Cognac, France.

"At Hennessy, we are very passionate about preserving, enriching and passing on our heritage," said Laurent Boillot, president and CEO of [Hennessy](#), in a statement.

"What I find particularly fascinating with *Mobilis* is the way Olivier Kuntzel and Florence Deygas approached the notion of legacy blending history with poetic license."

### Digital domain

Opened earlier this year, *Mobilis* places visitors in the midst of a dreamlike voyage through the sketches of the Cognac brand's founder.

Guests board ships full of barrels of the maison's marquee beverage, taking them through the process of production, from grape-growing to distillation to final assemblage. Innovations in virtual reality, such as immersive vibration in the system's controllers and "awe-inspiring" visual effects, are heavily featured.



*Richard Hennessy's sketches guide guests through the sensorial experience. Image credit: ARR*

For the Heritage Days event, free guided tours will be available from Sept. 16 to 17 from 12 p.m. to 7 p.m.

After the celebration, admission will be 29 euros for admission, roughly \$31 at current exchange. Reservations must be made in advance on the Hennessy [website](#).

French jewelry maison Cartier is also celebrating European Heritage Days with a limited-time opening ([see story](#)).

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