

Hennessy 250th Anniversary Installation, Harrods, London



'Crafted Light' was an installation created to celebrate Hennessy's 250th Anniversary.

The iconic cognac brand have been at the forefront of quality and tradition since conception, and needed to illustrate Hennessy's heritage of innovation and craftsmanship in the display.

The installation is an evolution of the optical illusion technique known as 'Persistence of Vision', which originated with Victorian-era optical illusions like zoetropes and thaumotopes. Updated for the digital age this piece further evolves the screen-based concept designed by student Benjamin Muzzin* for the conclusion of his ECAL/University of Art and Design diploma project.

Framed within a unique copper claw housing designed by Tom Dixon. Two 23" IPS screens are fixed together back to back and spun at a speed of close to 90Km/H. We built a bespoke support structure, with a reinforced central axis designed to withstand the centrifugal forces caused by the two screens spinning at over 900 rpm. As the screens rotate, the simple line and particle visuals displayed on the screen appear to merge, creating animated shapes and abstract forms that appear as 3-dimensional to the naked eye.

The installation blends discrete, simple imagery to create abstract forms and animated shapes, including Hennessy's world famous X.O bottles, flowing liquid and ice via the persistence of light forms. The rotation velocity conceals the shape of the screens, leaving a floating hologram of the unique motion graphics in 360 degrees.

A unique built-in media player and control system handles the intermittent stopping of the screens and powerful electromagnets position the screens flush to the framing. The automated stopping and starting of the screens, timed with the playing of the motion graphics, reveals the optical illusion.

* The Animated Light installation was based on Full Turn, an installation designed by Benjamin Muzzin for his 2013 diploma project at ECAL/University of Art and Design, Lausanne. For more information on the Full Turn project please see www.benjaminmuzzin.ch and ECAL's website www.ecal.ch

Credits

Client: Hennessy

Venue: Harrods

Role: Technical consultancy and Production

