

# ABSOLUT.®



*This special edition will be available starting April 1st.*

## **ABSOLUT PAYS HOMAGE TO BUENOS AIRES AND ITS DIVERSITY.**

*The world's most iconic vodka presents a Limited Edition of its bottle, inspired by a city that is as unique as its people. Art, design and attitude combine to illustrate the characteristics that make the Porteños (people from Buenos Aires) and their city a one-off combination.*

**Buenos Aires, March 23rd, 2016.** Old and new, light and dark. Broad avenues and narrow lanes. Popular and elitist. It all coexists in the city that embraces everyone, despite their differences, and adopts them as its own. The soul of Buenos Aires is what makes it a *Cocktail City*, and is also the heart of the new limited edition bottle, launched by Absolut in collaboration with Gaspar Libedinsky and Costhanzo. It will be available in Argentina from the end of March and only 69,300 units will be sold.

The Obelisk is the silent witness to the diversity that surrounds and characterizes Buenos Aires. It knows the city's most intimate stories. It is also the favourite meeting point for porteños, a place to celebrate their joys and make their frustrations known. As part of its effort to represent the idiosyncrasies and identity of the city and its inhabitants, Absolut Buenos Aires uses the location of the Obelisk to represent its new visual. This limited edition bottle's illustration is an interpretation of the perspective one obtains from the monument itself, a window onto the world of the *Cocktail City*.

"Seen through Absolut's eyes, this bottle captures that universal spirit that is reflected in the little details of Buenos Aires life, and its people. The result of four years' study and research, this unique

# ABSOLUT®

creation was produced in Sweden under the highest Absolut quality standards", explained Alejandro Chain, Absolut Brand Manager. "Gaspar Libedinsky and Costhanzo were able to perfectly express an idea that began with a dream and which we can now hold in our hands as a piece of history reflected on the most iconic bottle in the world", he added.

"It is an honour to have been approached by Absolut, which has worked with artists of the stature of Andy Warhol. Its bottle is iconic" reflected Gaspar Libedinsky. He added: "For the design of Absolut Buenos Aires, at a conceptual level, instead of attempting to 'iconise' the city, we decided to use the bottle as the Obelisk, the meeting point of the city and witness to that 'cocktail' of narratives, architectures and anecdotes that take place and form part of the urban fabric. The graphic invites the viewer to trace the textured bottle with their fingers and to 'read' it, as part of an immersive process where the images of its perimeter are superposed. The experience takes longer to contemplate thanks to a panoramic 360 degree view. The bottle transforms into a map: a GPS of the city where one finds oneself."

Meanwhile, Costhanzo admitted that "When the invitation arrived for me to take part in this initiative, my first thought was 'this is the kind of thing that always happens to other people'. It's a source of pride and honour to have been able to participate in a project of this scale. By the time I was on board, the project had already been underway for years. Gaspar had come up with the overall concept: The bottle did not need to show a picture of the Obelisk, because the bottle IS the obelisk. Absolut gave me the opportunity to interpret the Buenos Aires that I saw. They gave me the freedom to use my eyes as a kaleidoscope and to add the final artwork to the bottle that way, managing to arrange Borges and his labyrinths, the cinemas, theatres, bars, the bus, football, tango, and all of the other pieces that form what it is to be 'porteño', to my taste. I'm sure I will never be the same after this experience, it's one less wish to be accomplished".

Since 2007, with the launch of Absolut New Orleans, the leading global vodka company has paid homage to cities with a story to tell via limited edition bottles. This group could not be complete without Buenos Aires, a melting pot of a thousand coexisting worlds, which now joins emblematic cities such as Brooklyn, San Francisco, London, Moscow, Berlin, Vancouver and Istanbul, among others.

"The launch of Absolut Buenos Aires is a milestone in Absolut's history in Argentina, and we are sure that it will mark a decisive moment in the relationship between the brand and its local audience. The arrival of this limited edition will be accompanied by events and activities in key bars, supermarkets and wine shops in the city. We hope that Argentinians enjoy this very special cocktail creation by Absolut", commented Jean Del Pino, Argentina & Uruguay Marketing Manager for Pernod Ricard -Absolut's global parent company-.

## **Gaspar Libedinsky**

Gaspar Libedinsky (born Buenos Aires, 1976) is a visual artist, architect and curator. His work operates within the public and private space, mediating between urban scale and the intimacy of

# ABSOLUT.®

the human body. He studied at the Architectural Association (AA) in London. Libedinsky worked for the Rem Koolhaas/OMA studio in Rotterdam and for Diller Scofidio + Renfro in New York as the main designer for the new High Line park. Gaspar Libedinsky is a Professor at Harvard (USA) and at the Architectural Association (AA). As an artist, he was awarded the Beca Kuitca/UTDT 2010-11, Argentina's most prestigious artists' programme, led by Guillermo Kuitca. His work has been exhibited and published worldwide. In 2013, Gaspar Libedinsky acted as curator for 'Draft Urbanism' - Biennial of the Americas in Denver (Colorado, USA). Like a Renaissance atelier, the Gaspar Libedinsky studio employs the same level of rigour in creating small-scale projects such as a pair of slippers, or monumental ones such as the Buenos Aires obelisk. Gaspar Libedinsky lives and works in Buenos Aires, London and New York.

## **Costhanzo**

Argentinian visual artist. He has worked in illustration for more than 25 years and has been published in domestic and international graphic media. Costhanzo's recurring themes include music, cinema and sports. The idea is the guiding light for his work, synthesis is his personal style and portraits and illustration are his tools for telling his own stories and those of others. He enjoys doing what he loves and is constantly searching for ways to enrich and expand his personal universe to continue communicating more, and in better ways.

## **About Absolut Vodka**

Since 1879, Absolut has been produced near Åhus, Skåne, in southern Sweden, and began to be marketed in New York in 1979. It quickly became popular throughout the city, followed by the United States and the whole world. Today it is the third-biggest alcoholic drinks brand in the world, available in 130 markets.

Throughout its history, Absolut has brought together the biggest and most visionary artists to help communicate its unequalled spirit. From Warhol to Gattuso, from Kravitz to Jay-Z, each one has interpreted its iconic bottle to create true artistic works.

## **About Pernod Ricard**

The French Pernod Ricard Group began in 1975 with the merger of two major companies from the French alcoholic drinks sector: Pernod Frères of Paris, founded at the start of the 19th Century, and Société Ricard of Marseille, founded in 1932 by Paul Ricard, the inventor of the most popular aniseed drink in the world. Since it began, the history of the group has been characterised by 35 years of successful acquisitions that have transformed Pernod Ricard into a world leader in the distilled drinks sector. This history of mergers and the acquisition of Seagram enabled the Pernod Ricard Group to consolidate its leading position in the European market and Russia, to take second place in Asia and South America, as well as providing one of the largest portfolios in the sector. In fact, Pernod Ricard owns leading brands in every one of the sector categories in which it operates.

# ABSOLUT.®

Many belong to the group of global best-selling brands. Others are local brands that are sold or exported by particular countries. Together, they provide the Pernod Ricard distribution network with an extremely wide range of brands, which represent the company's most valuable asset.

---

**Media contact:**

María José Pandullo [mjpandullo@muchnik.co](mailto:mjpandullo@muchnik.co)

Franco Bevilacqua [fbevilacqua@muchnik.co](mailto:fbevilacqua@muchnik.co)