

CHIVAS

ART OF THE AGES



Chivas Regal 25 Year Old

TASTING NOTES



David Niven
The author of this painting is David Niven, a well-known artist based in London. He has been painting for over 20 years and is known for his vibrant, expressive style. This painting is a commissioned work for Chivas Regal's 'Art of the Ages' campaign, which aims to celebrate the artistry and craftsmanship behind their whiskies. Niven's choice of subject matter, featuring the iconic London skyline, perfectly complements the brand's association with the city.



CHIVAS



ART OF THE AGES

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NEWS

* EARLY EDITION

Duty Free promotion brings art into the shopping picture

Three customers can win original works of three contemporary artists as part of a campaign that runs through July

BY MARIAM M. AL SERKAL
Staff Reporter

Dubai Customers at Dubai Duty Free will have the chance to win one of three paintings by renowned artists during the month of July.

The three leading contemporary artists, Jaideep Mehrotra, Yousuf Arakkal and Wael Hamadeh, were commissioned by Chivas to capture the individual personality of the brand.

It is not every day that you have the chance to own an original artwork and the fact that the artists have local connections makes it all the more accessible."

Mehrotra, a self-taught artist who held his first solo exhibition in 1967, has contributed a painting to reflect the Chivas 25 brand. His works covers many artistic disciplines including painting, sculpture and film. He is from Mumbai.

Yousuf Arakkal, a painter and sculptor based in Bangalore, is behind a painting on the Chivas 18 brand. He

won the prestigious Lorenzo De Medici Gold Medal in 2006.

Wael Hamadeh, a Lebanese artist who lives in Dubai, was commissioned to interpret Chivas 12. In addition to exhibiting his

work widely in solo and group exhibitions, he has also been responsible for a number of impressive public artworks in Dubai.

Three Dubai Duty Free customers can own these original works of art as part of a promotion that will run through July.

Reproductions and the original artworks will be on display at the Emirates Terminal at strategic points throughout the retail area of Dubai Duty Free, to create awareness and showcase the pieces to

passengers.

"It is not every day that you have the chance to own an original artwork and the fact that the artists have local connections makes it all the more accessible," said Colm McLoughlin, managing director, Dubai Duty-Free.

David Freeborn, general manager, Pernod Ricard Gulf, and Sharon Beecham, purchasing manager, Dubai Duty Free.

ART OF THE AGES



VIRENDRA SARKARI/Gulf News

Colourful pitch

David Freeborn, general manager, Pernod Ricard Gulf, and Sharon Beecham, purchasing manager, Dubai Duty Free.

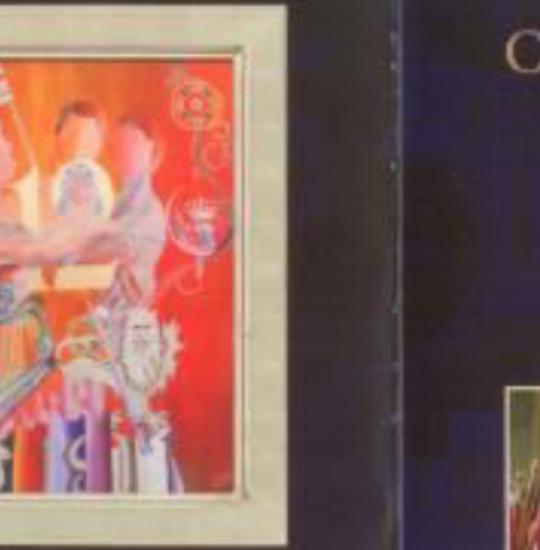
Chivas Regal 12 Year Old

WAEL HAMADEH



Wael Hamadeh is a Lebanese artist who lives in Dubai. His inspiration is fed by a love for his homeland and his Arabian heritage.

In addition to exhibiting his work widely in solo and group exhibitions, he has also been responsible for a number of impressive public artworks in Dubai. He has won accolades in several creative competitions since coming to Dubai.

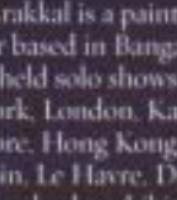


The Friends

The youngest of the Chivas Regal expressions captures the essence of the brand – passion and brotherhood. This piece of art is an interpretation of the kind of friendship that characterises true brotherhood – one that has loyalty and mutual respect at its foundation.

Chivas Regal 18 Year Old

YUSUF ARAKKAL



Yusuf Arakkal is a painter and sculptor based in Bangalore. He has held solo shows in New York, London, Katmandu, Singapore, Hong Kong, Limousin, Le Havre, Dubai and several solo exhibitions in India.

He has won numerous awards, including the prestigious Lorenzo De Medici Gold Medal at the Florence International Biennale in 2006.



Amber Light

As with the other artworks, the strength of friendship is the central theme. Chivas Regal 18 is a rich, complex whisky with signature citrus, fruit and chocolate tones and it is in discovery of this bold and pleasurable drink that is clearly expressed in the contemplative mood of this artwork.

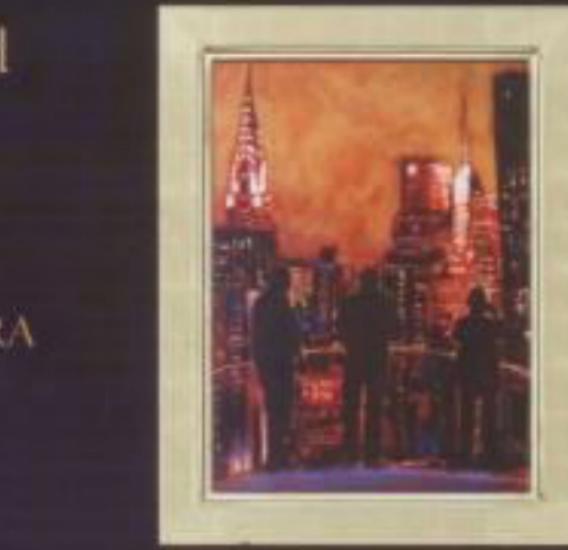
Chivas Regal 25 Year Old

JAIDEEP MEHOTRA



Jaideep Mehotra is an internationally recognised artist from Mumbai. His work often focuses on introspective or mystical themes and covers many artistic disciplines including painting, sculpture and film.

He is self-taught and held his first solo exhibition in 1967. He has since held many exhibitions in major centres across the globe, that cover all aspects of his artistic talents including digital art.



25 Stories High

The friends shown in this piece reflect the core Chivas Regal value of brotherhood, but the impressive view over Manhattan mirrors the glamour and achievement of Chivas Regal 25 as a prestigious Scotch whisky. A strong historical connection exists here – when Chivas Regal 25 was first launched in 1909, it found fame in boom time New York.

THE AGE MATTERS



REFINED

Reserves are laid down for decades before being bottled and for each year that it's stored, 2% of that whisky evaporates. For Chivas Regal 25 this means only 50% of the whisky is left. The evaporation leaves a refined concentrated elixir that only time can produce.

RICH

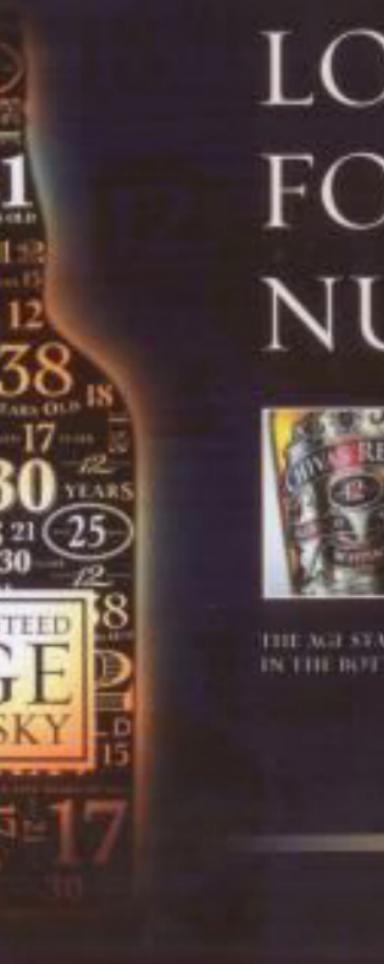
As whisky ages, it develops multi-layered flavours, a rounded aroma and a creamier texture. The interaction of the spirit with the oak casks is an essential part of this process and the longer the whisky rests, the more complex the flavours.

RARE

High aged whiskies are extremely rare. They rely on the foresight and care of the whisky producers who nurture them until they are ready to be bottled at their selected age.

QUALITY

By law, the age statement must refer to the youngest whisky in the bottle, a minimum of 3 years. Price does not guarantee the quality of the whisky; age does. Look for the number on the bottle.

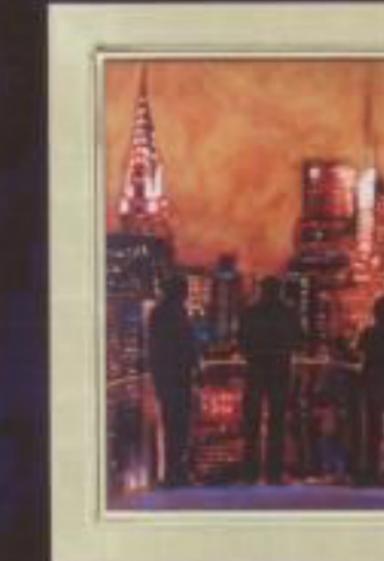


LOOK FOR THE NUMBER



THE AGE STATEMENT IS THE AGE OF THE YOUNGEST WHISKY IN THE BOTTLE. A GUARANTEE OF A WHISKY'S SPECIFIC AGE.

KNOW THE AGE. KNOW WHISKY
GUARANTEED AGE WHISKY
PLEASE ENJOY CHIVAS RESPONSIBLY



J. D. McElroy

CHIVAS

ART OF THE AGES

Now is your chance to own a masterpiece that captures the ages of Chivas Regal.

SEE IN STORE FOR DETAILS

