

PRESS RELEASE
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Absolut invites artists to collaborate with Andy Warhol

‘The Other Half’ campaign champions creativity and inclusivity in visual art, providing under-represented artists with a one-of-a-kind opportunity

Following the unveiling of the rediscovered Warhol Absolut ‘blue’ painting in July ‘24, Absolut Vodka is launching ‘The Other Half’, an extraordinary new initiative that invites under-represented artists to collaborate with an icon. To continue Absolut’s collaboration with Andy Warhol and reaffirm our partnership with The Andy Warhol Foundation for the Visual Arts, ‘The Other Half’ offers artists the chance to submit their own artistic interpretation of the bottom half of his original painting, which was long-rumoured to exist alongside the original ‘Absolut Warhol’. Discovered at an auction in 2019, this piece has now been authenticated, confirming that two paintings were commissioned by Absolut in 1985.

Absolut’s ‘The Other Half’ campaign goes beyond celebrating the painting’s return - it is a tribute to the enduring power of creativity, self-expression and artistic inclusivity. Reaffirming Absolut’s its commitment to creativity and inclusivity, mixing past and present art forms alongside the striking Absolut ‘blue’ artwork, the initiative ensures diverse voices continue to challenge the status quo.

Working closely with local curators and art foundations from across the globe to engage under-represented talent, ‘The Other Half’ encourages artists from all backgrounds and mediums to share their interpretations, creating a place where self-expression thrives in supportive environments. Inspired by the rediscovery of the painting, Absolut strives to empower artists to continue pushing creative boundaries, bringing contemporary perspectives through new creative tools such as AI into ‘The Other Half’ of the Warhol artwork.

Paying homage to Warhol's innovative spirit and his ability to mix contemporary perspectives with creative modern tools, ‘The Other Half’ provides artists with a once-in-a-lifetime opportunity. Exhibiting their artwork alongside Warhol’s, the campaign will showcase the art pieces in curated physical and online galleries worldwide. Fostering a creative dialogue between generations of artistic expression, the initiative reinforces Absolut’s belief that life is better when you are open to differences and mixing ideas, people and drinks.

In [insert market i.e. the UK] ‘The Other Half’ will [insert detail on local artist collaborations, how they are selected, and where the final work will be displayed]. Debrasee Dasgupta, Global VP Marketing at Absolut said: "For almost 40 years, Absolut has worked in partnership with artists to spotlight creativity, inclusivity and unity. Most notably, the collaboration with Warhol in 1986 inspired over 500 artists throughout the years to create their own interpretation of our iconic brand. ‘The Other Half’ is honouring Andy Warhol’s legacy of supporting under-represented artists once more, while providing the next generation of creative talent with an avenue to showcase their work at a global scale."

Alongside the campaign, Absolut has released a limited-edition bottle inspired by Warhol’s rediscovered Absolut ‘blue’ painting. This collectible is now available in global travel retail, and over 50 global markets, in both 1L and 700mL bottle sizes.

Since first partnering with Andy Warhol in 1986, Absolut has collaborated with over 500 artists, providing emerging creatives with global recognition. Consumers are invited to be amongst the first in the world to view the Absolut Warhol ‘blue’ artwork at the ‘Money on the Wall’ exhibition at Spritmuseum, opening for public viewing on October 17th, 2024. To learn more information on ‘The Other Half’ activation, and how to purchase the limited-edition bottle, please visit www.absolut.com and become part of Warhol’s lasting legacy.

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About The Absolut Group

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlua, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Our long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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