



URBAN ARTIST OZEARV CREATES SPECIAL EDITION FOR SANDEMAN FOUNDER'S RESERVE

17 July, 2024 – Sandeman strengthens once again its relationship with the arts and invites urban artist OzeArv to create a special limited edition of the Sandeman Founder's Reserve gift box.

Recognized for its pioneering and innovative communication over time, Sandeman is partnering with urban artist OzeArv in a project that strengthens the brand's relationship with the arts, resulting in a special limited edition of the Sandeman Founder's Reserve gift box, titled "Synergies of a Family Tree" ("Sinergias de uma Árvore Genealógica"). This handcrafted and hand-painted piece explores the future relationship between humans and Artificial Intelligence (AI), in a work of art available just a click away in [The Sandeman Gallery](#), Sandeman's virtual art repository.

Inspired by the unique sensations experienced by tasting a Sandeman Port Wine, OzeArv created a visual narrative that expands the brand's history like a family tree, projecting a harmonious future between humans and artificial intelligence. In "Synergies of a Family Tree," the artist associates the act of tasting Sandeman with the brand's ancestral history and the origin of its wines in the Douro, growing and embracing various manifestations like a family tree.

The artist explains that *"this rich tapestry of representations is a reflection on the profusion of aromas revealed by a Port Wine, just as artificial intelligence merges multiple pieces of information into a singular result. This constant interaction between machine and human being results in ever-expanding branches of this family tree."* OzeArv adds that with this illustration, he aims *"to stimulate reflection on the future of the Port Wine sector, exploring the potential of advanced technologies, such as Artificial Intelligence, in the production, analysis, and enhancement of this sophisticated beverage."*

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Taking centre stage in the image, an elegantly represented female figure captures the essence of enjoying a Port Wine. In the gesture of holding a glass, the Sandeman brand is revealed through a tattoo of The Don, symbolizing the fusion between the brand's heritage and the individual experience of tasting this unique drink. The female figure thus personifies the harmony between tradition and innovation, highlighting the relevance of connections between Port Wine and Artificial Intelligence, an integration that can result in significant advancements for the Port Wine sector.

For Filipe Gonçalves, Chief Marketing Officer at Sogrape, *"The partnership with urban artist OzeArv on the special edition of the Sandeman Founder's Reserve gift box underlines our ongoing commitment to innovation and art. 'Synergies of a Family Tree' not only celebrates our heritage and the tradition of Port Wine but also projects a future where human beings and artificial intelligence coexist and complement each other. This work is a deep reflection on the evolution of our brand and the transformative potential of advanced technologies in the Port Wine sector."*

Sandeman has a long history of partnering with artists, valuing an innovative and sophisticated approach to its communication through notable partnerships such as those with Jean d'Ylen and George Massiot Brown. This connection remains alive in the Sandeman Cellars, at Quinta do Seixo, and in The Sandeman Gallery, online, where the brand's artistic heritage and works by contemporary artists, like Mário Belém and Camila Nogueira, among others, can be explored.

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About Sandeman

Over more than two centuries, Sandeman has based its success on a rare capacity for innovation combined with deep knowledge passed down from generation to generation. Its founder was George Sandeman, an ambitious Scotsman, from Perth, who started the business in 1790, in London.

More than 230 years after the creative impulse of its founder, Sandeman stands as a brand that continues to renew itself and increase its commitment to combining tradition with the superior quality and class of its wines. These commitments make Sandeman the utmost universal Port Wine brand, while also offering excellent Sherry and Madeira wines, as well as Brandies.

About OzeArv

OzeArv (1980) is a street artist who has been creating art since 1996. Based in Lisbon, he is one of the global street artists who emerged in the 1990s. With a master's degree in Visual Arts from ESAD - School of Arts and Design, as well as participations in several photography and graphic design masterclasses, OzeArv has stood out in many art festivals and events around the world. OzeArv is a keen visual artist, frequently exhibiting his works individually or in partnership with renowned figures in the same field.

In his work, OzeArv seeks to express creativity in paintings, canvases, cardboard, photographs, Augmented Reality, and other mediums, using contrasting colours and gradient patterns as a way to convey the beauty of natural elements. His amalgam style of urban aesthetics encourages observers to immerse themselves in his highly creative interpretations of humanity. Each artwork awakens a new encounter of different media that is vivid and captivating.

In 2021, OzeArv's mural titled "Tropical Fado in RGB Tones" ("Fado Tropical em Tons RGB") was distinguished by Street Art Cities, the largest global urban art community, as one of the 100 most popular urban art murals of that year.

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