

**SOMEXING ART AGENCY IS PROUD TO PRESENT THE
COLLABORATION BETWEEN CARLSBERG x OFEN HU**



Artwork by Ofen Hu



Artwork with Carlsberg Bottle

CARLSBERG CELEBRATES THE YEAR OF THE DRAGON WITH OFEN HU

Carlsberg celebrates the Year of the Dragon with the collaboration of contemporary artist Ofen Hu, the fourth artist edition developed for the brand by Somexing Art Agency.

“Brewing Prosperity Together” (合家团圆, 喜乐龙龙)

This New Year artist edition is elevating much-anticipated reunions with loved and dear ones whilst ushering in prosperity and smoothness for the year ahead,

The dragon is depicted as the only messenger of the Chinese New Year, with a youthful and majestic aura. Ofen Hu brought it to life by infusing it with the spirit of spring flowers in full bloom, ingrained with an ethereal essence. The Carlsberg dragon is playing with the «dragon ball»,

known as the «pearl of wisdom» representing the pursuit of knowledge, enlightenment, and spiritual growth. It is also seen as a symbol of prosperity and good fortune.

The overall style is a blend of classic

« With Carlsberg, we created this painting of the dragon welcoming spring. » says Ofen Hu



Ofen Hu work in progress

A long-term brand art partner

Carlsberg entrusted Somexing Art Agency to manage its **360° CNY campaign strategy** for the fourth consecutive year, from artist curation to packaging design and digital content creation. Year-on-year, Somexing art agency has created a **CNY artistic rendez-vous** for the brand, in mainland China and in Asian markets celebrating the Lunar New Year.



Carlsberg Hong Kong Gifts

Tickling the limits of branding and art, Somexing art directed the creation of the artworks and adapted them onto packaging, 3D animation, artist video and other digital assets. This year, Carlsberg extends the success of its new year artists editions to other Asian markets: Hong Kong, Singapore, Malaysia.



Behind The Scene (Artist Video)



Carlsberg Chinese New Year 2021, 2022, 2023 and 2024 Artist Edition

SOMEXING ART AGENCY X CARLSBERG X OFEN HU FOR THE CHINESE NEW YEAR 2024



Artist portrait

About the artist Hu Yunfeng 胡云峰 (Ofen Hu)

Ofen Hu is a Chinese artist who revisits and reinterprets traditional elements of Chinese culture through a modern prism. By using his contemporary artistic approach, he is known for his diverse art forms such as paintings, prints, digital illustrations, sculptures, toy designs and much more. His commercial illustration and design work has won over twenty international awards.



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About Somexing Art Agency

Somexing Art Agency supports international brands in the definition of their artistic strategy and the curation of artists for art-based marketing campaigns, limited editions, and brand exhibitions with an international reach. Beyond art strategy, Somexing team provides full services for collaborations development: packaging design, brand content creation and retail design.

On our radar:

- International and established artists
- Emerging talents from focus markets: France, China, and India.
- Contemporary art, fashion, illustration, photography, craftsmanship, performance, architecture, etc.