

FOOD AND BEVERAGE

Dom Prignon designs optical metaphor for limited-edition packaging

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Dom Prignon and Michael Riedel label and packaging collaboration

By STAFF REPORTS

LVMH-owned Champagne house Dom Prignon has deconstructed the letters D and P to demonstrate passage of time and the transformation of materials.

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The creative approach for Dom Prignon's limited-edition labels and packaging comes from a collaboration between the Champagne house and German artist Michael Riedel. The "optical metaphor" created by Mr. Riedel pays homage to "creations that transcend the original materials" by turning letters to abstract forms.

Deconstructed

Mr. Riedel's concept has been applied to limited-edition labels and packaging for Dom Prignon Vintage 2006 and Dom Prignon Rose Vintage 2004.

For the visual project Mr. Riedel deconstructed the letters D and P through digital superposition and aggregation. Similar to grapes becoming wines, the artist's effort "decodes elements [to] reveal their defining essence."



Limited-edition Dom Prignon Vintage 2006 and Dom Prignon Rose Vintage 2004

During the creative process the letters were reworked hundreds of times to create the final version of the bottle labels and packaging. This approach to creation aligns with the aging process and savoir-faire involved with

producing Champagnes.

Bottles of the limited-edition Dom Prignon Vintage 2006 retail for \$194 while the Dom Prignon Rose Vintage 2004 sells for \$433.

Mr. Riedel's work with Dom Prignon also included the creation of an immersive scenography. The performance design piece was inspired by Dom Prignon's P2 1998 bottle ([see story](#)).

The scenography piece features multiple facets that explore *Seconde Plnitude* through interacting lighting, visceral sounds and high-definition multimedia art installations. A marble monolithe of Dom Prignon P2 tops the piece creating a bold and contemporary look.

Mr. Riedel's Dom Prignon P2 Monolith has been produced as a series of 25.



Dom Prignon P2 Monolith by Michael Riedel

Dom Prignon regularly invites contemporary artists to collaborate with the brand for limited-editions. Marc Newson, David Lynch and Jeff Koons have also collaborated with the Champagne brand.

For instance, Mr. Koons designed a limited-edition "Balloon Venus" bottle and gift box after a two-year collaboration with Dom Prignon.

Mr. Koons created a smaller version of his hot pink chrome sculpture to hold a bottle of Dom Prignon Ros 2003. Similar to its muse, a paleolithic fertility figurine, the Balloon Venus acts as a protector of the bottle of ros inside ([see story](#)).