

FOOD AND BEVERAGE

Dom Prignon uses prisms, light to drink the stars

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Dom Prignon's Prism is limited-edition and signed by the artist. Image credit: Dom Prignon

By STAFF REPORTS

LVMH-owned Champagne house Dom Prignon has interpreted a phrase said by its namesake Benedictine monk through a commissioned piece of art.

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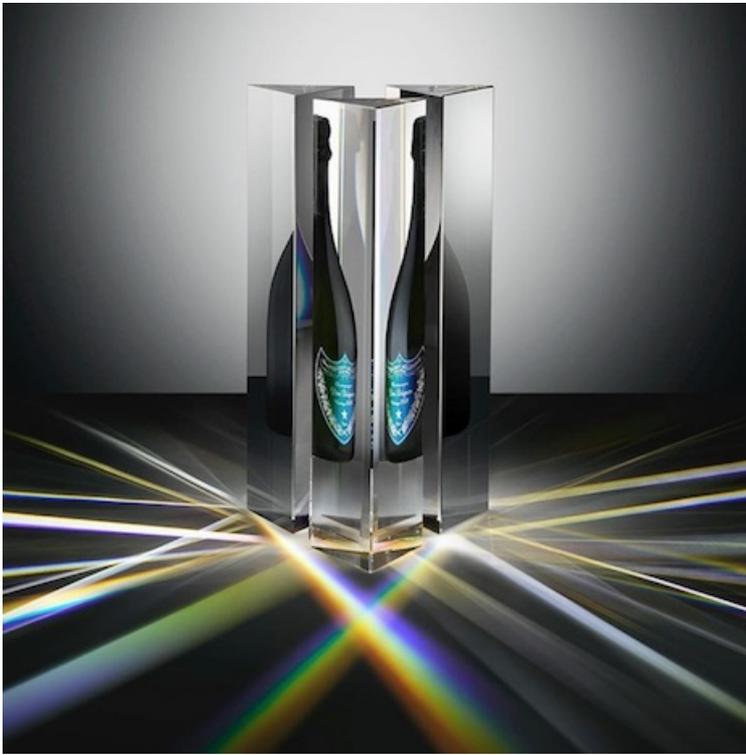
The Champagne brand has invited Japanese designer and artist Tokujin Yoshioka to create an artwork using the famous words of Dom Prignon, "I'm drinking stars!" as the prompt. As advocates of the arts, luxury brands often work with contemporary artists to explore brand codes in various mediums.

A bottle full of stars

Dom Prignon invited Mr. Yoshioka to create an artistic tribute to the Champagne maker's 2009 vintage.

Using the "I'm drinking stars!" quote as inspiration, Mr. Yoshioka has designed "Prism." The artwork is an homage to a "Champagne of living light" similar to a prism's colors and the emotion it triggers.

A signature of Mr. Yoshioka's work is his use of light as both a material and a medium through crystal prisms.



Dom Prignon x Tokujin Yoshioka's Prism. Image credit: Dom Prignon

In his work for Dom Prignon, Mr. Yoshioka used his signature medium to create a limited-edition piece that recalls the "vibrant spectrum of the sun that gave the wine its rich yet elegant complexity."

To highlight Mr. Yoshioka's creative process and the signed limited-edition, Dom Prignon has shared a making of film to its YouTube channel.

The minute-long film shows how a bottle of Dom Prignon Vintage 2009 fits within the center of the prism created by Mr. Yoshioka. As the bottle is placed inside light is refracted and the Champagne is shown to triple.

Each limited-edition Dom Prignon Vintage 2009 Prism will be signed by Mr. Yorshioka.

Dom Prignon x Tokujin Yoshioka - Making off

Each year, Dom Prignon commissions an artist to take an element of its brand and create an original piece of art.

Last year, Dom Prignon deconstructed the letters D and P to demonstrate passage of time and the transformation of materials.

The creative approach for Dom Prignon's limited-edition labels and packaging came from a collaboration between the Champagne house and German artist Michael Riedel. The "optical metaphor" created by Mr. Riedel paid homage to "creations that transcend the original materials" by turning letters to abstract forms ([see story](#)).