

FOOD AND BEVERAGE

Ruinart conveys Champagne's complexity through art

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Ruinart's artist of the year is Vik Muniz. Image credit: Ruinart

By STAFF REPORTS

LVMH-owned Champagne house Ruinart is exploring the connection between nature and humans in wine production through a new artistic collaboration.

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For its annual art project, Ruinart has tapped Brazilian visual artist Vik Muniz, whose work focuses on the relationship that people have with memory. Mr. Muniz's work during his time with Ruinart aimed to capture the flow of its Champagnes, examining what often goes unnoticed through photography.

Natural art

Mr. Muniz traveled to Ruinart's Sillery vineyard in September during the harvest, and met with Frdric Panaotis, the house's cellar master.

After spending time out amid the fields, the artist turned his camera on Ruinart in October during an artistic residency in Reims. In a photo shoot that took place at the brand's cellars, Mr. Muniz captured Mr. Panaotis holding pieces of vines.

Creating an illusion, the artist also depicted a large leaf by laying out leaves and branches and photographing them.

Back in his hometown of Rio de Janeiro, Mr. Muniz worked to illustrate trees by using charcoal and blackened wood.

The resulting project, dubbed #SharedRoots, is being displayed at Palais Brongniart in Paris on March 15.

Ruinart is working with Vik Muniz in 2019

Mr. Muniz's botanical illustrations also appear on a limited-edition package for a jeroboam 3 liter bottle of the brand's Champagne.

"My relationship with image is not really linked with the history of art, but rather with memory," Mr. Muniz said in a statement. "I always work with images from the collective memory, archetypes.

"A picture that someone has already seen is perceived on a deeper level," he said. "That's why I use lots of images from the history of art, pop art, the history of photography, and so on. Things we think we've seen millions of times."

Along with the product collaboration, Ruinart asked chef David Toutain to create a menu inspired by the artistic endeavor.

Ruinart previously translating its spirit into humanoid form, telling its origin story in a new medium through an art alliance.

The brand's artist of the year in 2017 Jaume Plensa took inspiration from the man behind its origins from Thierry Ruinart, creating a sculpture that is multilingual. Ruinart selects a new artistic collaborator each year, allowing it to gain a new perspective on its own narrative ([see story](#)).

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