

FOOD AND BEVERAGE

Ruinart enlists British visual artist for annual art concept

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Ruinart has welcomed British visual artist David Shrigley in sharing his take on the house's history and ethos. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house **Ruinart** has tapped a new artist in sharing his reinterpretation of the house.

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Ruinart has welcomed British visual artist David Shrigley in sharing his take on the house's history and ethos. Mr. Shrigley has composed "Unconventional Bubbles" (Bulles Singulieres), a collection of 36 drawings and acrylics, three neons, two ceramics and one door, all offering consumers an informative explanation of how Champagne is made.

Carte blanche

Each year, Ruinart presents a metaphorical blank canvas to an artist, asking them to reimagine the house.

For Mr. Shrigley's turn, he presented his vision into the inner workings of the Ruinart winery and the house's most sustainable wine production through an onsite presentation last year, and this year's online iteration, "Unconventional Gallery."

The online offering is staged in an immersive, real-time 3D space, available on mobile, tablet and desktop. Through this work, the artist is inviting consumers to relearn and enjoy the Champagne creation process.

Mr. Shrigley explored the vineyards and cellars aiming to find the minute aspects of Ruinart's creative creation process. His 36 drawings aim to capture the Ruinart spirit while his neon pieces aim to evoke the invisible process of fermentation.

Through the entire project, consumers are addressing the question of how tradition and Mr. Shrigley's interpretation of the house overlap.

Ruinart often shows a reverence for art.



Ruinart introduced its recyclable paper packaging in June 2020. Image credit: Ruinart

In February, the house put an artistic spin on its sustainable packaging with a new collaboration.

Ruinart commissioned artists to upcycle the house's bottles and cases, underscoring its sustainable efforts for added relevance with more values-oriented consumers. The brand frequently works with creatives to create art inspired by its Champagne ([see story](#)).

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