

FOOD AND BEVERAGE

Ruinart pays tribute to beavers with Frieze LA collaboration

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This is the third R.U.in.ART commission. Image credit: Ruinart

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house **Ruinart** marked the Frieze Los Angeles art fair with a collaboration spotlighting sustainability.

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San Francisco-based artist and eco-activist Suzanne Husky was tapped for the third R.U.in.ART commission, an initiative founded for the inaugural Frieze Los Angeles in 2019. Her project echoes the Champagne house's efforts to protect the environment and biodiversity.

Toasting the arts

Inspired by the important role beavers play in the Californian ecosystem as well as the name Beverly meaning "beaver clearing" Ms. Husky created "Dam Beverly Hills!"

The installation positions the animal as a participant in regenerative agriculture. Beaver dams help slow soil erosion and filter heavy metals, in addition to offering shelter for insects and fish.



"Dam Beverly Hills!" celebrates the work of beavers. Image credit: LVMH

Ruinart pledged a contribution of the sales of Champagne during Frieze, which ran through Feb. 20, to the "Bring Back the Beaver" campaign organized by the Occidental Arts & Ecology Center.

Through Feb. 27, Ruinart is also partnering with Bar Restaurant in Silver Lake for an exclusive "Food for Art" pairing menu. The three-course dinner was inspired by artist David Horvitz and his interactive artwork, with chef Douglas Rankin pairing three courses with Ruinart.

Ruinart often supports the arts with unique collaborations and activations at festivals.

In November, the brand 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 ([see story](#)).

The project served as inspiration for a dinner Ruinart hosted at the Miami Beach Botanical Garden ahead of Art Basel Miami ([see story](#)).

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