

FOOD AND BEVERAGE

Ruinart continues melding Champagne, art and the environment

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As Ruinart taps artists, it aims to produce collaborations that illustrate the relationship between nature, art and sustainable Champagne culture. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house Ruinart is continuing to foster its dedication to the environment.

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In honor of its 300th anniversary in 2029, the house has tapped German visual artist Nils-Udo to craft land art sculptures. The project, entitled "Habitats," is a symbol of the house's continued commitment to environmental issues, as Ruinart repeatedly collaborates with artists who implement their environmental takes into their work.

"Ruinart's history is rooted in the Age of Enlightenment during which it was founded," said Frdric Dufour, president of **Ruinart**, in a statement. "We have a longstanding passion for art, which conveys an enlightened vision of the world and, in particular, the connection between people and nature."

A special countdown

When Ruinart works with artists, it aims to produce collaborations that illustrate the relationship between nature, art and sustainable Champagne culture.

For every year up until 2029, a new artwork will be created in the Champagne house's area of production.

Three "Habitats" pieces will be created in Taissy, fostering the vineyard's biodiversity while providing shelter for fauna.

All "Habitats" pieces will use materials strictly from nature, and will not contain any nails or metal fixations. The installation is designed to interact with the environment.

The artist also utilized vines and shoots that Ruinart discarded from the vineyard.

The weather, nature and presence of animals are invited to interact with the art, underlining the vast role of the environment.

"I react to the new vegetation or topographies I discover," artist Nils-Udo said in a statement. "Natural phenomena attract and inspire me."



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

Last November, Ruinart enlisted another artist in sharing his reinterpretation of the house.

Ruinart welcomed British visual artist David Shrigley in sharing his take on the house's history and ethos. Mr. Shrigley 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](#)).

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