

FOOD AND BEVERAGE

Ruinart collaborates with French artist for limited-edition Champagne drop

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Ruinart's annual artistic commission frames a limited-edition drop. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house Ruinart has chosen French artist Eva Jospin as the recipient of the company's annual 2023 Carte Blanche commission.

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The program has been running since 2008, allowing artists to reimagine the French house's heritage through a contemporary lens, and culminating in a limited-edition Champagne drop. Known for her intricate cardboard sculptures, Ms. Jospin has created an installation piece this year that celebrates the ecological and cultural treasures of the Champagne region, resulting in a work titled "Promenade(s) en Champagne."

"The landscape of Champagne is unique in its verticality, encompassing subterranean cellars and quarries and hillsides covered by vineyards," said Frdric Dufour, president of **Maison Ruinart**, in a statement.

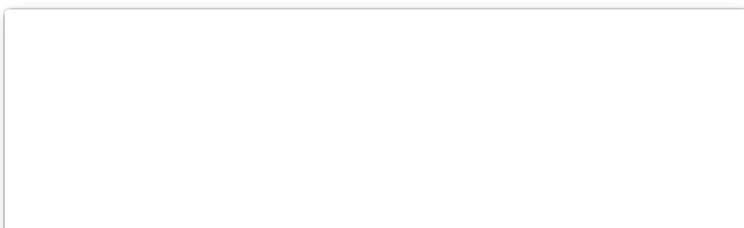
"This unique character is what led UNESCO to recognize the terroir as a World Heritage site," Mr. Dufour said. "Eva Jospin's artistic creations for Ruinart spotlight these different strata of the Champagne region."

French framing

Ms. Jospin's immersive creation offers an ode to the house's terroir and Champagne's history.

Using cardboard as her medium, the artist carved grape vines, subterranean chalk quarries, wine cellars and nods to the royal happenings that have taken place in the Reims cathedral into materials.

"The history, geography, culture and amazing savoir-faire of this region define a terroir, and that's what really inspired me," said Ms. Jospin, in a statement.



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A post shared by Champagne Ruinart (@ruinart)

"My proposition for this Carte Blanche takes form in a sculptural décor that celebrates this landscape."

The forest imagery evokes elements similar to those used as part of a previous "[Panorama](#)" installation, first exhibited at the Louvre Museum in April 2016, and running in various showcases through the end of 2022.

The sculptural piece was the first-ever contemporary artwork to be shown in the Louvre's historical Cour Carré, a primary courtyard situated in the center of the Parisian palace.

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A post shared by Champagne Ruinart (@ruinart)

For Ruinart's commission, Ms. Jospin featured a Carmontelle, a roll of paper covered in pastoral scenes.

Hers tells the story of Champagne-making ([see story](#)). It is these images that the sculpture mirrors.

The artist added flax yarn and brass to the transformed cardboard for a metallic sheen. Together, they resemble a miniature version of the Champagne region through the ages, made of materials that Ruinart uses to house its luxury

bottles.

Ms. Jospin has also created limited-edition artwork based on a bottle of Jeroboam, part of Ruinart's Blanc de Blancs cuve variety. The wooden box opens to a crayre scene made of Ms. Jospin's signature cardboard layers.



Special-edition bottles are housed in an intricate sculpture box, bringing together Ruinart's and Ms. Jospin's art. Image credit: Ruinart

Each of the special creations is signed and numbered, with just 25 pieces produced in total. The collection is to be presented at partnering art fairs of Ruinart's, selling for 3,500, or roughly \$3,800, a unit.

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