

FOOD AND BEVERAGE

## Ruinart kicks off Frieze Art Fair with sustainable activation

May 18, 2023



The brand's immersive pop-up, "Maison 1729: From the Vineyards of Champagne to The High Line," is serving as the final stop on sustainability tours in Chelsea. Image courtesy of Ruinart/BFA/Rommel Demano

By EMILY IRIS DEGN

LVMH-owned Champagne house **Ruinart** is exploring the importance of New York City's urban green spaces and eco-friendly harvesting.

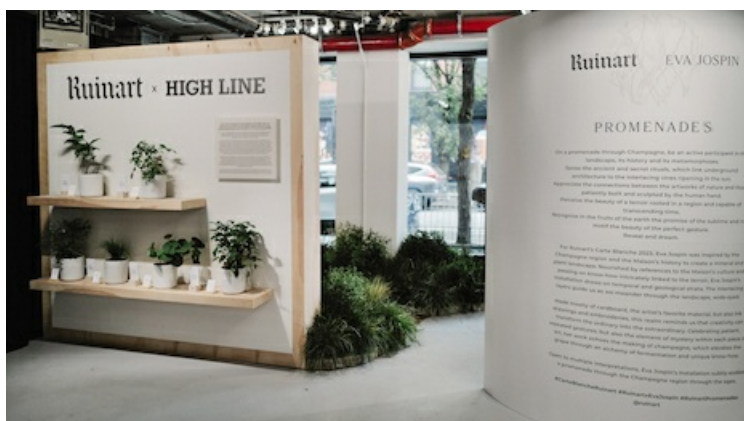
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With a shared commitment to enhancing biodiversity and protecting native plants, the maison is working with The High Line a park built above Manhattan's West Side streets along an old freight line to kick off the Frieze Art Fair with sustainability tours along the route, starting May 19. In celebration, Ruinart's immersive pop-up, "Maison 1729: From the Vineyards of Champagne to The High Line," will also open that day, which will serve as the final stop on tours.

Green and lush

Ruinart and those working with The High Line are offering free tours of the iconic pathway.

Led by horticulture and environmental experts affiliated with The High Line, participants will be able to not only traverse the lush path above the bustling streets but will get hands-on education about the plants that call the metropolis home.



Ruinart's pop-up, filled with native plants and educational displays, acts as an extension of The High Line, only paces away. Image courtesy of Ruinart/BFA/Rommel Demano

These public tours bring together both Ruinart's and The High Line's shared value of design and the environment. The High Line's standing structure was almost demolished prior to 2009, when residents rallied together to turn it into a fusion space, offering nature in the city, complete with art and spots to sit and reflect on them. Now, it is among the most popular sites in the city, with eight million people visiting it on an annual basis as of 2019.

Springtime in the Gansevoort Woodland [pic.twitter.com/2V9OoYb9Yb](https://pic.twitter.com/2V9OoYb9Yb)

The High Line (@highlinenyc) [April 13, 2023](#)

Following this newest tour of The High Line, butterfly weed seeds will be handed out, allowing everyone to get involved in pollinator conservation at home. Tour guides will speak to why causes like this matter, tying in Ruinart and The High Line's various initiatives.

At that point, a representative from Ruinart will lead participants to the aforementioned pop-up, "Maison 1729: From the Vineyards of Champagne to The High Line," just strides away in the middle of the Chelsea neighborhood.



Tour participants will descend The High Line, and enter the plant-covered Ruinart oasis after their educational walk. Image courtesy of Ruinart/BFA/Rommel Demano

The pop-up space is dedicated to Ruinart's explorations in art and sustainability, highlighting the crossover between the fields, something the maison has done before ([see story](#)).

The work of French artist Eva Jospin, Ruinart's Carte Blanche resident ([see story](#)), is featured throughout the interior. Like all artists-in-residence, Ms. Jospin's projects are grounded in Ruinart's response to climate change as a Champagne purveyor and grower.



Ms. Jospin's niche artistic style is proudly on display throughout the pop-up, spread out between Champagne bottles, local plants and ecological educational panels. Image courtesy of Ruinart/BFA/Rommel Demano

Her ecologically-focused pieces complement native plants on display from The High Line, Ruinart Champagne and educational displays about the importance of balanced ecosystems and biodiversity. This showcase marks the first time that Ms. Jospin's art pieces will be displayed in the country.

Ruinart's space is open through the Frieze Art Fair weekend an event Ruinart has celebrated previously on the West

Coast ([see story](#)) May 19 through May 21 from 11 a.m. to 7 p.m. on Friday and Saturday, and until 5 p.m. on that Sunday. At that point, it will be open every Thursday evening and all day Saturday through June 8, 2023.



*Thanks to The High Line, tour goers can peruse lineups of plants native to the local ecosystem, an important opportunity in the urban locale. Image courtesy of Ruinart/BFA/Rommel Demano*

The pop-up's address and opening hours, as well as tour bookings can be found at <https://www.ruinart.com/en-us/maison1729nyc.html>

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