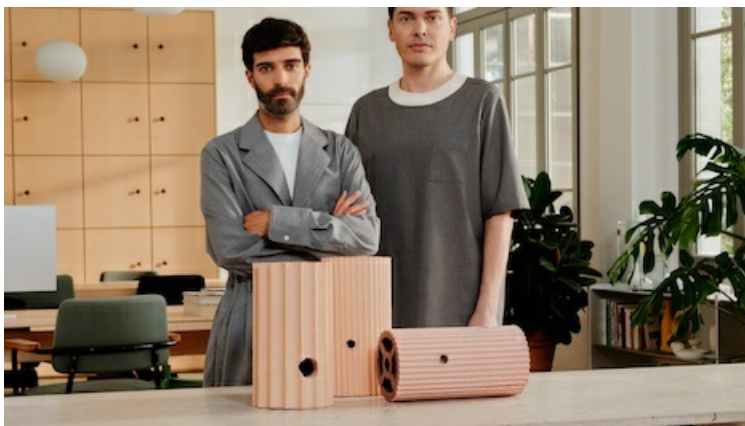


FOOD AND BEVERAGE

Biophilic project sponsored by Perrier-Jout debuts this fall

July 8, 2024



Formafantasma has been working with scientists and experts on a biodiversity-themed project for two years at this point. Image courtesy of Perrier-Jout

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Champagne brand **Perrier-Jout** is working with Italian design studio Formafantasma.

In September 2024, the maison will inaugurate the research-backed firm's biodiversity-themed architectural installation at its Agusons vineyard in Ambonnay, France. Perrier-Jout's first edition of its Banquet of Nature gastronomic programming will likewise be unveiled in the Champagne region this autumn and at the Design Miami art fair in December.

Championing green champagne

With scientists and experts, the design firm has been working on its project for two years at this point.

Offering an exclusive first look this autumn, Perrier-Jout shares the Milan-based company's focus on the ecohumanities. Art Nouveau is a point of emphasis for both the installation and the Champagne brand.

The movement is often celebrated by the maison.

Explore a series of captivating images showcasing an extraordinary work of art an enchanting tree adorned with delicate anemones, cradling flutes of Perrier-Jout champagne.

Visit us at Epernay to immerse yourself in this experience. [#MaisonPerrierJout](#) [#Cellier](#) [#ArtNouveau](#)
pic.twitter.com/JmAjXnhLsv

Maison Perrier-Jout (@perrierjouet) [June 27, 2024](#)

Founders Pierre-Nicolas Perrier and Rose-Adlade Jout famously shared a passion for plants and the creative genre, which was popular during their lifetimes ([see story](#)). This love is believed to have been behind the couple's sustainable viticulture and vineyard management, which their organization continues today.

A decade ago, Perrier-Jout took action to further minimize its footprint and support the local ecosystems. In 2021, the label

launched its regenerative program to boost land resilience; it is currently in practice through 40 percent of the vineyard.

Now, the house is measuring its impact on an additional 27 hectares, or 66.72 acres. The company is specifically looking at its green efforts such as floral cover crops, vitiforestry, the use of bioalternative fertilizers and ecological corridors.

Furthering this history and the ethos behind the Formafantasma endeavor, the first Banquet of Nature event will pair Perrier-Jout cuves and bites. During the gathering, conversations will unfold concerning interconnection.

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