

Perrier-Jouët presents  
**ephemerā**



mischertraxler | ephemerā | Design Miami/ 2014



CHAMPAGNE

**PERRIER-JOUËT**

presents

SMALL DISCOVERIES BY

*mischer' traxler*

Perrier-Jouët presents  
**ephemerā**

a project by  
mischer'traxler

In celebration of beauty, and with a belief of infusing art into everyday life, Perrier-Jouët has commissioned design studio mischer'traxler to create a series of works inspired by its artistic heritage. The first, 'Ephemerā' is an original installation of furniture pieces that play on the magical dialogue between mankind and nature, and is revealed at Design Miami/ 2014.

In this way mischer'traxler adds to the historic conversation between Art Nouveau and Perrier-Jouët, with a rich layer of contemporary design told through their own unique voice.

*“The most astonishing thing about nature is that  
everything is interconnected and harmonious.  
Every aspect of a living creature has a raison d’être,  
working together in an endless cycle of  
dialogue and correlation.”*

*mischer'traxler*

## Small Discoveries

Nature provides a constant spectacle of surprises and exquisite visions - the beauty of a flower as it opens or a butterfly taking flight. In this way, the natural world establishes a lively, deferential relationship with mankind.

To celebrate this bond, the designers Katharina Mischer and Thomas Traxler have conceived an innovative series of original works for Perrier-Jouët, titled Small Discoveries. 'Ephemerā' is the primary piece, shown first at Design Miami/ 2014. Throughout 2015 the theme of nature and man will be elaborated upon; three original creations that pay tribute to life itself will be revealed throughout the year, together making the "Small Discoveries by mischer'traxler".

The Small Discoveries collection aims to stimulate curiosity and enchant the individual, inviting conversation, interaction and participation.



## Ephemerā

Nature is bound by momentum and instinct. We have all experienced the reaction of a snail when we lightly touch it, or if we approach a wild animal. The snail instantly retracts, and the creature runs away. We react to nature and nature reacts to us, in an ongoing dialogue that proves the other's existence. This fleeting moment, and sense of untouchable closeness is at the heart of the Ephemerā installation.

Ephemerā enchants the audience with a delicate game of hide-and-seek, played out through a mechanical ornamental garden. An impressive table and mirror are set in a plain room, in this deceptively simple installation. A great oak table is inlaid with a complex collection of botanical motifs on its top. It appears alive when seen from afar, as plants and insects move, following their own gentle choreography. However when someone comes close, the garden disappears. Similarly, the companion mirror has a life of its own. From a distance, flowers grow across the glass, up and even out of the wooden frame, extending to the wall. On closer inspection, the plant will retract, and the mirror becomes just that, a mirror.

*“The momentum created by humans attraction to the ungraspable and untouchable, and needing to go there even though we know it will disappear, is what we want to explore with Ephemerā.”*  
mischer'traxler





Art Nouveau is at the heart of Perrier-Jouët: it's about celebrating beauty, valuing craftsmanship and infusing art into the everyday. Taking this as the starting point, Katharina Mischer and Thomas Traxler were inspired by historical context, and the natural world. Art Nouveau, like champagne, evokes a happy, celebratory feeling. But with a sweet melancholy; nothing lasts forever, but it can always return. This theme of ephemerality in art and in nature is explored within the installation.

The motifs featured in the furniture pieces signify biodiversity, by representing extinct, widely spread and rediscovered species. They highlight that we should not take nature for granted and treat it with respect.

*"The species featured in the furniture pieces signify biodiversity, past and present. Should the viewer wish, they can learn more about the species chosen, and why they are selected. In the whole installation nine plant-types and four different insect types are shown. Together the selected plants and insects form a collection of species that will never co-exist next to each other in reality but they do represent a cycle of life."*



## Craftsmanship

The elegant forms in Ephemerā conceal a complexity of thought and sophisticated design, melding advanced technology with traditional craftsmanship. Each furniture piece has been hand-made, assembled and adapted in the mischer'traxler workshop in Vienna.

*"Each part of the installation needed many steps. From carpentry and manual mechanical work, to contemporary production-methods like water-jet and laser cutting, we combined old and new techniques. Custom made pieces were developed for the kinetic mechanics and for the hidden motors".*

The approach of mischer'traxler perfectly complements Perrier-Jouët, who craft every single aspect of their champagnes, from the terroir to the table, creating cuvees with charm and elegance. This synergy in thought and method between the design studio and the champagne house is evident throughout the mischer'traxler artistic residency.





## About mischer'traxler

Katharina Mischer (b.1982) and Thomas Traxler (b.1981) founded Studio mischer'traxler in 2009. Based in Vienna, the exceptional design duo develop products, furniture and kinetic installations, merging artisanal craftsmanship with cutting edge technology.

Inspired by conceptualism and experimentation, their work challenges the status quo and muses on the emotional, environmental and philosophical nature of what makes good design. They begin each project with a unique, hypothetical approach: to examine, experiment, analyse and reject.

This theoretical mindset creates exciting new production methods and products that interact with the viewer and evoke deep set, unexpected emotions.

mischer'traxler's works are represented in the permanent collections of The Art Institute Chicago, the Vitra Design Museum and the MAK Vienna. They have also exhibited at the Boijmans van Boiningen, The Design Museum London, The Triennale Milano, Cafa Art Museum Beijing, Mudac Lausanne as well as at international festivals and fairs.

Their work has won several awards, such as the Wu Guanzhong Art & Science Innovation Award, the Austrian Experimental Design Award 2009, and honorary mention at Prix Electronica 2009. The studio was also honoured with the 'W Hotels Designer of The Future Award' by Design Miami/Basel and W Hotels in 2011 and recently with the 'Young Talent Award' by the Be Open foundation.

[www.mischertraxler.com](http://www.mischertraxler.com)





## About Perrier-Jouët

Perrier-Jouët is an iconic champagne house with an exceptional vineyard. It is known for the finesse, floral and elegant notes of its wines, fashioned with the expertise of only seven Cellar Masters since its foundation in 1811.

Since its 1902 collaboration with Art Nouveau pioneer Emile Gallé, creator of the anemone design for the house's Belle Époque prestige cuvée, Perrier-Jouët has commissioned work from established and emerging artists including Daniel Arsham, Miguel Chevalier, Makoto Azuma, Tord Boontje, Studio Glithero, Simon Heijdens and Vik Muniz.


This is the third year that Perrier-Jouët has commissioned original work to be part of Design Miami/. It is a continuation of their support of exciting young designers, and demonstrates the brand's core belief to infuse art in the everyday experience.

The Maison Belle Époque, the home of Perrier-Jouët in the Champagne region, hosts the world's largest private collection of Art Nouveau pieces. In its role as a patron of contemporary design, Perrier-Jouët is carefully adding new pieces to sit alongside its beautiful heritage pieces, and 'Ephemerä' ultimately will join this collection.





For further information, please visit  
[www.perrier-jouet.com](http://www.perrier-jouet.com)

Follow Champagne Perrier-Jouët on   
#perrierjouet  
#smalldiscoveries

Perrier-Jouët  
28, avenue de Champagne  
51200 Epernay Cedex

Photos copyrights: Daniel Gebhart de Koekkoek

PLEASE DRINK RESPONSIBLY

