

3 October 2014

**PERRIER-JOUËT PRESENTS
SMALL DISCOVERIES BY MISCHER'TRAXLER ***

Exploring the magical conversation between Mankind and Nature

[Perrier-Jouët](#) today announces its new design partnership with Vienna based duo mischer'traxler. The project, titled *Perrier-Jouët presents Small Discoveries by mischer'traxler* is an extended collaboration between the designers and the champagne house that will run throughout the next year. Mischer'traxler's master work of Small Discoveries is called 'Ephemerā', and will be revealed at Design Miami/ 2 – 6 December 2014, marking the starting point of a year long artistic residency.



Katharina Mischer and Thomas Traxler founded their studio in 2009. They have quickly made their mark in the contemporary design art space, with a wealth of delightful, thought-provoking pieces that have gained international recognition. This includes pieces in the permanent collections of the Art Institute of Chicago, and Vienna's prestigious MAK.

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The aim of the **Small Discoveries** collection is to tell the story of the magical dialogue between nature and mankind, and to stimulate curiosity of the individual through several designed pieces. With **Small Discoveries**, Katharina and Thomas explore the moments between the unknown and known, being and not being, with a delightful collection of iterations that will be launched throughout the year. In this way mischer'traxler will add to the conversation between Art Nouveau and Perrier-Jouët with a rich layer of contemporary design, told through their own unique voice. The artistic residency will run throughout 2015.

The master work, **Ephemerā**, plays with the audience, inviting participation, discussion and questioning. Objects will be set in a plain room, suggesting a deceptively simple installation of design-objects. This ostensibly legible set-up will act as a foil for a delicate game of hide-and-seek, played out through a mechanical and magical ornamental garden. The audience will find themselves drawn into an enjoyable, charming conversation with the work, and also with each other.

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. Perrier-Jouët's dialogue with design began with the famous Art Nouveau glass artist Émile Gallé, who created the beautiful Belle Époque bottle with its distinctive anemone motif, in 1902. Since then there have been many great collaborations with artists and designers. The Maison Epernay, the home of Perrier-Jouët in the Champagne region, also 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 **Ephemerā** ultimately will join this collection.

From their live/work studio in Vienna, mischer'traxler creates works that are intelligently crafted, using a balance of traditional techniques and making use of newer technologies. This approach results in pieces that are both rooted in familiarity, and yet also high concept. Katharina and Thomas work closely through constant and open dialogue, each bringing their own skills to create truly collaborative pieces.

Threads of exploring the natural world and our relationship with it run throughout their work in a subtle, yet constant, way. Their particular approach to this dialogue between nature and mankind is one of the reasons that Perrier-Jouët has chosen Mischer'traxler for their latest design partnership.

Perrier-Jouët is the [official champagne partner of Design Miami/](#), and will serve its exceptional prestige Belle Époque cuvee champagne at the Design Miami/Collectors lounge. Throughout Miami, Perrier-Jouët will support major cultural partnerships and events.

-Ends-

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***About mischer'traxler**

Katharina Mischer (b.1982) and Thomas Traxler (b.1981) founded Studio mischer'traxler in 2009. Based in Vienna, the exceptional design duos 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.

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.

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Their work has won several awards, such as the Wu Guanzhong Art & Science Innovation Award 2012, the Austrian Experimental Design Award 2009, an honorary mention at Prix ArsElectronica 2009 and the DMY-Award 2009. As a studio, mischer'traxler was 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.

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 Epoque prestige cuvée, Perrier-Jouët has commissioned work from established and emerging artists including Daniel Arsham, Noé Duchaufour-Lawrance, Miguel Chevalier, Makoto Azuma, Tord Boontje, Studio Glithero and Simon Heijdens.

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For press inquiries

International press requests

Camron

Hannah Cox

E: hannah.cox@camronpr.com

Perrier-Jouët House of Champagne

Stéphanie Mingam – Communications Department

E: Stéphanie.mingam@pernod-ricard.com

www.perrier-jouet.com

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