

MAISON PERRIER-JOUËT UNVEILS THE ‘GARDEN OF WONDER BY PERRIER-JOUËT’, AN ARTISTIC WONDERLAND THAT CELEBRATES NATURE, AT MIAMI INTERNATIONAL AIRPORT

18th November 2016 – From December 1st, travellers to Miami International Airport are invited to discover the Garden of Wonder by Perrier-Jouët, a whimsical immersive pop-up experience exploring the connection between the environment and art. The Garden of Wonder by Perrier-Jouët is designed to introduce culture to a passenger’s journey and act as a creative stepping stone to L’Eden by Perrier-Jouët, an artistic movement redefining urban landscapes, at Design Miami/ 2016.

The creation of the space marks a celebration of Perrier-Jouët’s long-standing association with art and the inspiration that the luxury champagne house finds from nature. Born in 1811 from the passion of two fervent botanists, Pierre-Nicolas Perrier and Rose-Adélaïde Jouët, Perrier-Jouët embraces the harmony and beauty of the natural world to create delicate, floral champagnes.

The Garden of Wonder by Perrier-Jouët will inhabit a circular podium space in Miami International Airport until 2nd January 2016. As the latest instalment of an ongoing collaboration with Miguel Chevalier, it will display the French digital artist’s enchanting virtual garden, “Extra Natural”, across digital screens around the pop-up.

A series of stylised, luminescent flowers will spring into bloom as guests enjoy Perrier-Jouët’s range of luxurious Perrier-Jouët Belle Epoque champagnes from flutes perched in golden reeds. Visitors are also invited to have their photograph taken in front of an immersive neon floral screen with the option of sharing the captivating experience via social media. The Garden of Wonder by Perrier-Jouët will act as a prelude to Perrier-Jouët’s contribution to Design Miami/ 2016. L’Eden by Perrier-Jouët will come to life through an exclusive partnership with celebrated San Francisco based designer Andrew Kudless. Kudless will reveal a large-scale installation at the global design forum that reflects the organic, natural process of wine-making and the highest quality digital craftsmanship.

The Garden of Wonder by Perrier-Jouët will enchant visitors to Miami International Airport, highlighting Perrier-Jouët’s desire to inspire and honour the intrinsic role nature plays in the personality of its exquisite champagnes.

To see the virtual garden “Extra Natural” by Miguel Chevalier, for Maison Perrier-Jouët, please, click here:

<https://vimeo.com/188186638/688a7c54b2>



ABOUT PERRIER-JOUËT

Maison 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, Studio Glithero, Simon Heijdens, VikMuniz, mischer'traxler and Ritsue Mishima.

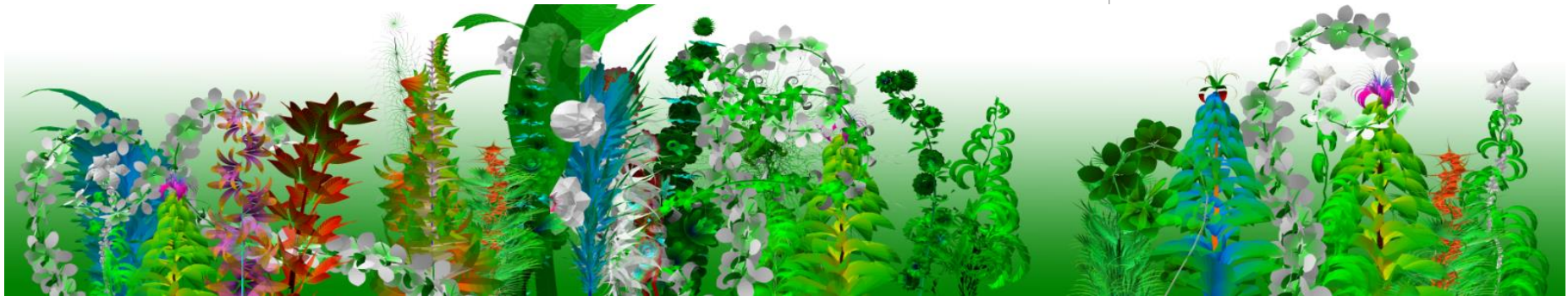
@perrierjouet #perrierjouet #EdenMiami

FOR GLOBAL MEDIA ENQUIRIES

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PERRIER-JOUËT ON SOCIAL MEDIA

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