



TAKES OVER MIAMI

LUFTWERK SHINES NEW LIGHT ON PERRIER-JOUËT'S ART NOUVEAU HERITAGE

MAISON PERRIER-JOUËT'S NEW PARTNERSHIP WITH THE CHICAGO-BASED ARTISTS
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MAISON PERRIER-JOUËT CONTINUES ITS MISSION TO REVEAL THE ART OF THE WILD
IN A NEW PARTNERSHIP WITH THE CHICAGO-BASED DUO LUFTWERK. UNVEILED AT
DESIGNMIAMI/ 2017, LUFTWERK'S DIGITAL INSTALLATIONS CREATE AN IMMERSIVE
ENVIRONMENT THAT REINTERPRETS PERRIER-JOUËT'S ART NOUVEAU HERITAGE.



In its collaborations with designers, Perrier-Jouët constantly reinterprets its Art Nouveau legacy by celebrating nature as a source of inspiration. The focus on nature reflects the Maison's distinctive philosophy of champagne-making, while establishing a creative dialogue between its roots in Art Nouveau and contemporary forms of artistic expression. Today, that dialogue is brought boldly up to date by digital works that explore the very fabric of Perrier-Jouët's Art Nouveau heritage.

«Art Nouveau set out to create a total environment,» says Luftwerk, «and that's how we approached this new work. We wanted it to be something all-encompassing and immersive, something that reflects Perrier-Jouët's deep commitment to art and nature.»

An artistic partnership between Petra Bachmaier and Sean Gallero, Luftwerk uses projected color and light to reveal familiar places in unexpected new ways. For Becoming, its DesignMiami/ debut, Luftwerk has drawn on the iconic anemone motif from the Maison's Cuvée Perrier-Jouët Belle Epoque bottle and the architecture of Perrier-Jouët's enigmatic cellars to create a colorful digital experience evoking the cycles of nature. The result is an immersive space in which the different layers of the Cuvée Belle Epoque bottle design ebb and flow, revealing the hidden structures that bring beauty into being.

To create it, Luftwerk has deconstructed Art Nouveau pioneer Emile Gallé's design down to its constituent layers. Digitally printed onto fabric, these layers cover the surfaces of the installation space, where they are illuminated by shifting cycles of color and light to create a kinetic effect: seeds appear to blow through the air, while flowers bloom. In parallel, illuminated mirrors create an illusion of endlessly expanding space, echoing the atmosphere of the Maison's labyrinthine cellars beneath the town of Epernay.

This colorful, contemporary iteration of Perrier-Jouët's anemone motif will be visible throughout Miami during the design fair. Travelers at Miami International Airport will discover a special self-contained environment for Luftwerk's creation, while the pattern will also set the tone at the glamorous Eden by Perrier-Jouët event - where the artists will be using projected color and light in unexpected new ways. For DesignMiami/ 2017, Perrier-Jouët will be taking over the city, as Luftwerk's three-dimensional tapestries of color celebrate the Maison's commitment to art and nature.



ABOUT PERRIER-JOUËT:

Founded in 1811 in Epernay, Maison Perrier-Jouët is one of France's most historic champagne houses, but also one of its most distinctive, renowned for its floral and intricate champagnes which reveal the true essence of the Chardonnay grape and an enduring tradition of savoir-faire – an unparalleled expertise of only seven Cellar Masters since its foundation. A boutique house with a family spirit, Perrier-Jouët has been profoundly influenced by its founders' love of nature and art – twin inspirations which allow it to create exceptional experiences and moments of wonder that enhance everyday life. Since its 1902 collaboration with Art Nouveau pioneer Emile Gallé, creator of the anemone design for its Perrier-Jouët 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, and more recently Vik Muniz, mischer'traxler, Ritsue Mishima, Andrew Kudless and Luftwerk.

MEDIA ENQUIRIES:

*Maison Perrier-Jouët
Antoine Flament
Antoine.flament@pernod-ricard.com*

Perrier-Jouët on social media:

INSTAGRAM [instagram.com/perrierjouët](https://www.instagram.com/perrierjouët)

TWITTER twitter.com/perrierjouët

PINTEREST [pinterest.com/perrierjouët](https://www.pinterest.com/perrierjouët)

FACEBOOK [facebook.com/champagne.PerrierJouët](https://www.facebook.com/champagne.PerrierJouët)

WEBSITE www.perrier-jouet.com

DIGITAL PRESSROOM

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