



CHAMPAGNE

PERRIER-JOUËT

present

HyperNature

A CHAMPAGNE ROOFTOP AND AN EPHEMERAL RESTAURANT

Press release – May 2019

Before champagne, there is nature.

Nature is at the root of the history of Maison Perrier-Jouët and has served as a primary source of inspiration for the elaboration of its cuvées for over 200 years. Between 17th and 23rd June 2019, the House will assemble those willing to take part in an unprecedented dialogue between champagne and cuisine, revolving around nature.

Maison Perrier-Jouët has devised HyperNature: a unique experience that fully expresses the House's Art of the Wild at an ephemeral rooftop setting in the heart of the French capital. Numerous events and workshops will punctuate the week. Cellar Master Hervé Deschamps will lead several exclusive tastings for guests to (re)discover the floral, intricate style that has defined Maison Perrier-Jouët's champagnes since its foundation in 1811.

Some of the Artisans of the Wild who represent the House around the world will also be present. These ambassadors come from creative worlds ranging from gastronomy to art and design. Among them, Michelin-starred chef Akrame Benallal and British designer Bethan Laura Wood have accepted the House's invitation to take part in the highlights of HyperNature.

Open from lunch until dinner, 'Akrame's Table' will unleash an original gastronomic experience inspired by the House's champagnes, created exclusively for this event. The result is a harmonious encounter between the Chef Akrame Benallal's culinary style and the elegant floral aromas of Perrier-Jouët cuvées. To further the HyperNature experience, the interactive, life-sized tree sculpture of the same name designed for the House by Bethan Laura Wood proposes an alternative champagne tasting ritual. Guests are invited to "pluck" a glass from the branches of this vibrant wisteria.

In this unexpected setting with panoramic views of Paris, the immersive scenography of HyperNature sets the tone as it transitions from day and night and invites you to delve into the universe of Maison Perrier-Jouët. One with a singular vision: to elevate nature.

Open midday until 1am

Access by registration

To see the full programme and reserve : pj.fr/hypernature

From 17th until 23rd June 2019

Le Dernier Etage
9 rue Forest, 75018 Paris