

Paris
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MAISON PERRIER-JOUËT
X
ANDREA MANCUSO

AN UNPRECEDENTED DIALOGUE BETWEEN NATURE,
CHAMPAGNE AND DESIGN.

To mark its eighth annual collaboration with Design Miami/, Maison Perrier-Jouët invites designer Andrea Mancuso, of Analogia Project, to reinterpret the House's Art Nouveau heritage through a new, unexpected champagne experience.



With a shared desire to infuse life with contemporary creation, Maison Perrier-Jouët and Design Miami/ joined forces eight years ago to give visibility to emerging artists and designers on this international platform. As part of this partnership, Maison Perrier-Jouët commissions creative talents for their capacity

to express the cultural heritage of the House through the prism of the 21st century, as well as their own unique identity.

For this collaboration, Italian designer Andrea Mancuso's work is infused with Maison Perrier-Jouët's 200-year legacy. The House's special attachment to art and nature can be traced back to its foundation in 1811, the most emblematic expression of which can be found in the anemone motif created for the House in 1902 by Emile Gallé, one of the masters of Art Nouveau. Loyal to the ethos of this artistic movement, the designer's creations for the House are inspired by nature and unite traditional craftsmanship with modern technology.

Mancuso uses design as a means to distort reality and stimulate curiosity by intercepting the familiar with the unexpected, interacting with the viewer on an emotional level. This unique approach to reimagining the world mirrors Maison Perrier-Jouët's Art of the Wild: the universe as seen by the House,

where vivid, joyful nature re-enchants the everyday. “My work for Maison Perrier-Jouët embodies Art of the Wild, which to me is the purest expression of nature; nature at its best,” says Mancuso.

Every object, installation and interior designed by Mancuso transports the viewer through history, culture, time and space. Combining craft with technology, the past with the present and reality with fantasy is a defining character of Mancuso’s narrative work. “My design is like Perrier-Jouët champagne: it tells stories, creates surprises and conveys emotions,” he explains.

He continues, “My encounter with Maison Perrier-Jouët is an ongoing conversation. A wonderful, inspirational dialogue about wine, of course, but also a shared vision of re-enchanting the world with reinvented nature.”

Andrea Mancuso’s multifaceted collaboration with Maison Perrier-Jouët is a vibrant new chapter in the House’s creative story that will be unveiled at Design Miami/ from 3rd December 2019.



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 Bethan Laura Wood, 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.

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