

## MAISON PERRIER-JOUËT BRINGS ITS ART OF THE WILD TO MIAMI INTERNATIONAL AIRPORT

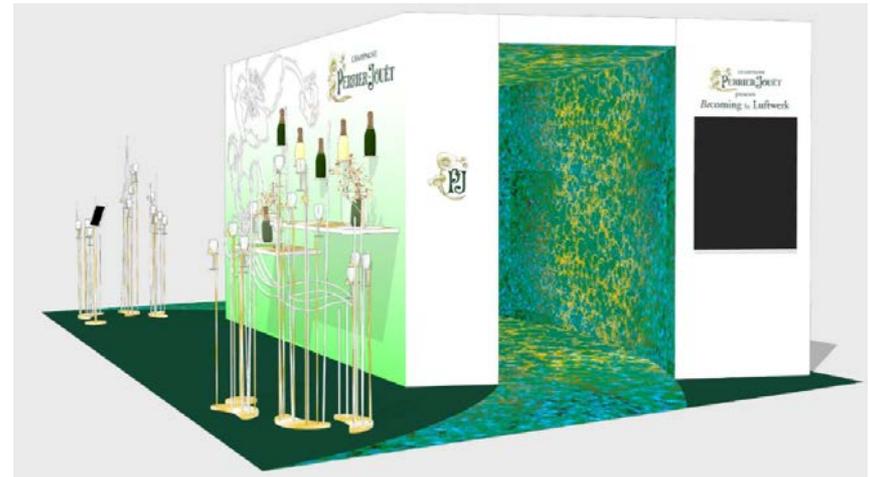
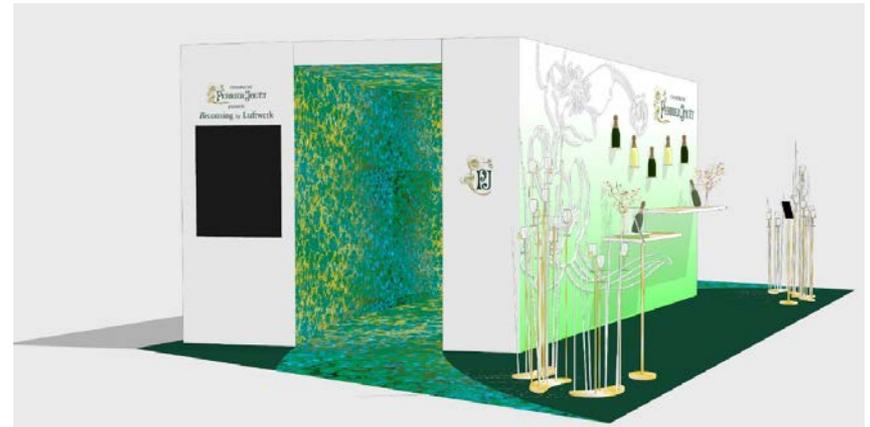


From November 30th, travelers will discover a Miami International Airport re-encharmed by Eden by Perrier-Jouët: an all-encompassing digital experience that reinvents the spirit of Art Nouveau. Created by the Chicago-based artists Luftwerk, this ephemeral piece will immerse air passengers in an exuberant celebration of the energy of nature: a theme that will be explored in greater detail at DesignMiami/ 2017 and the associated Eden by Perrier-Jouët event.

The eye-catching pop-up is the latest manifestation of the Maison Perrier-Jouët's enduring tradition of crafting nature into art. Founded in 1811, the Maison's free spirit and creative energy fueled a fruitful partnership with Art Nouveau pioneer Emile Gallé, who designed the Maison's iconic anemone motif in 1902. Today, that energy has inspired a series of immersive experiences that re-wild the world with digital flair.

At the Miami International Airport pop-up, a covered passage will offer a self-contained environment for Luftwerk's creation. Just as at the full-scale Eden by Perrier-Jouët event, the artists will be using projected color and light in captivating new ways. On the outer wall of the passage, a screen reveals the details of Perrier-Jouët's collaboration with Luftwerk, while champagne flutes perched on golden reeds and a bottle display invite onlookers to discover the Maison's prestigious Belle Epoque range.

The pop-up supplies an introduction to the exclusive artistic collaboration that Perrier-Jouët will be presenting both at Design Miami/ 2017 and at an unexpected urban location for Eden by Perrier-Jouët. Each piece acts as one step in a journey, with Luftwerk's three-dimensional tapestries of color providing a captivating illustration of the Maison's signature Art of the Wild.



## 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.

PLEASE DRINK RESPONSIBLY

## FOR MEDIA ENQUIRIES

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## PERRIER-JOUËT ON SOCIAL MEDIA

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