



For Immediate Release



**RUINART CHAMPAGNE NAMED OFFICIAL PARTNER OF THE NEW ART FAIR,
ART PLATFORM—LOS ANGELES, FROM SEPTEMBER 30 – OCTOBER 3**

**Founded in 1729, Ruinart is a Boutique Champagne House Known for Its
Collaborations with Artists, and Sponsorships of International Art Fairs**

**Will Reveal new Champagne “Bento Box” case by Oki Sato of the design firm
Nendo to benefit Japan**

September 7, 2011 (New York/Los Angeles)—Ruinart Champagne, established in 1729, is the official Champagne partner of Art Platform—Los Angeles, providing visitors to the fair, and discerning wine enthusiasts, a superior tasting experience. While collectors preview works of contemporary and modern art at the launch of this 4-day fair, produced by the same group that brings the iconic Armory Show to New York each March, they will have access to two exclusive Ruinart Champagne bars. One bar will be in the VIP collector’s area and the other will be on the main floor of the show. In addition, Ruinart Champagne will provide concierge service for guests via Champagne butler carts for eased enjoyment.

Ruinart will also be unveiling its Kotoli Bento Box in the VIP lounge, a creative new way to enjoy Ruinart Champagne. Designed by Oki Sato, the principle of the Japanese design firm, Nendo, the Ruinart “bento box” will house two stemless flutes and one Champagne stopper. “Kotoli” means “small bird” in Japanese and a central inspiration for Sato: Hinging on the side of the stopper is a thin support with two glass holders, creating a visual metaphor of two small birds on a wire. As part of this design collaboration, Ruinart has partnered with Architecture for Humanity in an effort to support Japan in the wake of the recent devastating earthquake. A portion of the proceeds from the sale of the Kotoli Bento Box will help support the reconstruction of Japanese cities affected by the disaster.

The House has collaborated with artists and designers such as Gideon Rubin, India Mahdavi, Christian Biecher, Maarten Baas, Patricia Urquiola, and Nacho Carbonell. As patron of the arts Ruinart can be found at many major international art fairs such as ARCO, Carré Rive Gauche, London Design, and Art Basel and Art Basel Miami Beach.

Ruinart Champagne is globally recognized as the discerning Champagne choice cultivated since its founding in 1729 by Dom Thierry Ruinart, a learned Benedictine monk, who foresaw the promising future of “the wine with bubbles” and began crafting a limited production of Ruinart with no compromise to quality. The House of Ruinart appreciates that essential ingredients are key to the creation of exceptional Champagnes. Ruinart harvests only the finest Chardonnay grapes with a high concentration of Premiers Crus and housed in the iconic transparent bottle inspired from the first Champagne bottles of the 18th century. In 1768, Ruinart acquired former Gallo-Roman chalk quarries to store its bottles, which became a World Heritage site in 1931. These *crayères* offer the triple benefit of a constantly stable temperature, the complete absence of vibration and a perfect humidity level, providing ideal conditions for the fermentation and maturation of the Ruinart wines and the golden thread of the Ruinart taste: pure, fine, and elegant. Dom Ruinart’s vision and heritage of excellence has been passed down and continues to be a core value and tradition at the House of Ruinart.

The partnership with Art Platform—Los Angeles demonstrates Ruinart’s ongoing commitment to supporting art initiatives around the globe. The newly announced relationship is fitting as Art Platform—Los Angeles will focus on promoting internationally recognized local talent and emerging artists in the context of Los Angeles as a major art center. Over 75 galleries will be represented at the fair with 25,000+ art collectors, professionals and enthusiasts expected to attend. “The inaugural and historic launch of Art Platform—Los Angeles coupled with *Pacific Standard Time*, Los Angeles will attract art patrons from all over the world to experience the best of art and culture in Southern California,” says Adam Gross, executive director, Art Platform—Los Angeles. “We are delighted with our partnership with Ruinart. Their brand exemplifies the best in Champagne, and showcasing Ruinart at Art Platform—Los Angeles is truly an honor.”

Art Platform—Los Angeles will underscore Los Angeles' influential position within the contemporary art world. This exhibition will bring together the local and international artists, dealers, collectors, museums, and art enthusiasts that play important roles in the vibrant Southern California art community. The objective of Art Platform—Los Angeles 2011 will be to contextualize works by the many critically acclaimed artist working in and from Los Angeles and to emphasize the increased recognition of Los Angeles as an international art capital.

The partnership between Ruinart and Art Platform—Los Angeles comes at a very exciting time for culture in Southern California, with the simultaneous launch of *Pacific Standard Time: Art in L.A. 1945–1980*. This unprecedented endeavor is a collaboration of more than 60 cultural institutions across Southern California, coming together for six months beginning in October 2011 to tell the story of the birth of the Los Angeles art scene and how it became a major new force in the art world.

<http://www.artplatform-losangeles.com/>

Photo: Kotoli Bento Box by Oki Sato. Courtesy Ruinart Champagne.

About Ruinart

Established in 1729, Ruinart is the First Established House of Champagne. The House of Ruinart was the first to use Gallo-Roman chalk cellars to age its wines, and opened the American market as early as 1831. Small and beautiful, it is the boutique Champagne alternative in top cities throughout the world, the refined option for discerning wine lovers. As part of its heritage and culture, the House of Ruinart has globally sought to foster the arts through events and artist commissions.

<http://www.ruinart.com/>

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