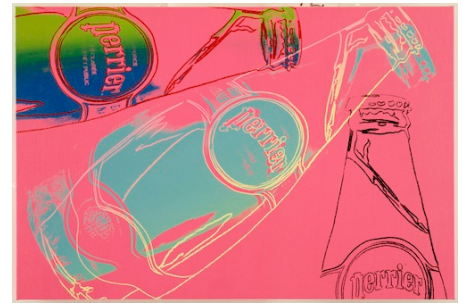




Andy Warhol, Perrier 1983, Synthetic polymer paint and silkscreen ink on canvas, 30 x 20 inches



Andy Warhol, Perrier 1983, Synthetic polymer paint and silkscreen ink on canvas, 30 x 20 inches

### **Perrier Introduces Limited-Edition Bottles Featuring the Art of Andy Warhol**

*Celebrating its history with the pop art icon and Warhol's belief that "pop art is for everyone," Perrier also offers a chance to take home an original Warhol work of art*

New York, NY – June 17, 2013 – This summer, Perrier® Sparkling Natural Mineral Water pays tribute to Andy Warhol with a series of limited-edition bottles inspired by the legendary pop artist. In the 1980s Warhol created a series of screen prints of Perrier bottles in a vibrant color palette that have been replicated on specially-designed Perrier bottles available wherever Perrier is sold.

The Perrier screen prints created by Warhol are representative of the Pop Art movement and the artist's fascination with depicting everyday consumer products in unconventional ways. He produced over 40 works featuring the iconic Perrier bottle in 1983.

Taking inspiration from these images, Perrier glass bottles feature four different label designs and seven different Warhol inspirations, including some of his most famous quotes: "In the future everyone will be world famous for fifteen minutes," "Art is what you can get away with," and "I have Social Disease. I have to go out every night." Perrier PET bottles have four unique labels. The limited-edition Warhol series is available beginning June 24, 2013.

This year, Perrier celebrates its 150<sup>th</sup> anniversary and its history of pairing the brand with creative artistic talent. "Warhol's creativity and eccentricity are a great fit with Perrier's brand personality so this was a natural way to bring the two together," said Gauthier Gay, International Brands Group Marketing Manager. "Perrier has a long tradition of involvement in the arts so this is a fitting tribute in celebration of our 150<sup>th</sup> anniversary."

"The Andy Warhol Foundation is delighted to partner with Perrier to commemorate 150 years of inspiration and originality by celebrating Warhol's bold portraits of Perrier from 1983," said Michael Hermann, Director of Licensing at The Andy Warhol Foundation. "Warhol's inventive, open-minded spirit lives on through this unique and authentic project which will contribute generously to the foundation's endowment from which it distributes grants in support of the visual arts."

In addition to offering the limited-edition Warhol bottles, Perrier is also offering the chance to win an original Andy Warhol work of art as part of the *Take Home a Warhol* sweepstakes. From June 24 to September 30, 2013 consumers can enter to win “Space Fruit: Lemons” an original screenprint work created by Andy Warhol in 1978. To enter, visit [www.perrier.com/warhol](http://www.perrier.com/warhol), where a gallery of Perrier and Warhol artwork and bottles will be displayed.

“Andy Warhol once said that Pop Art is for everyone, and by giving away a Warhol piece of art Perrier is keeping this sentiment alive,” Gay said.

Sweepstakes terms and conditions will be available at [www.perrier.com/warhol](http://www.perrier.com/warhol) beginning June 24.

### **About Perrier® Sparkling Natural Mineral Water**

For over a century Perrier has collaborated with some of the world’s most famous and distinguished artists, including Andy Warhol, Salvador Dali and Bernard Villemot. Perrier was first bottled in the south of France in 1863. Perrier® is an all-natural, sugar-free and calorie-free sparkling natural mineral water. With its refreshingly unique bubbles and low mineral content, Perrier® is perfect on its own, with a slice of lemon, or mixed with juices or spirits. The iconic green bottle is recognized around the world as the number one sparkling natural mineral water.

### **About The Andy Warhol Foundation for the Visual Arts**

As the preeminent American artist of the 20th Century, Andy Warhol challenged the world to see art differently. Since its founding in 1987 in accordance with Andy Warhol’s will, The Andy Warhol Foundation has established itself as among the leading funders of contemporary art in the United States having distributed nearly \$250,000,000 in grants. The foundation’s ongoing efforts to protect and enhance its founder’s creative legacy ensure that Warhol’s inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. For more information please visit [www.warholfoundation.org](http://www.warholfoundation.org).

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