



For Immediate Release



Ruinart Champagne Celebrates 2012 Art Basel Miami Beach Partnership

With the Presentation of an Art Piece by Hervé Van der Straeten and Large Mirrored Installation in the Art Collectors Lounge

New York (November 9, 2012)—Ruinart Champagne, the world's first established Champagne House, announces that it will present the "Miroir" ice bucket, a new art piece created by renowned French designer Hervé Van der Straeten. Created in a limited edition of just 50, the piece has been crafted in the Christofle Haute Orfèvrerie workshops, where production is carried out by master silversmiths. Ruinart Champagne is the Official Champagne Partner of Art Basel and Art Basel Miami Beach.

At the 2012 edition of Art Basel in Miami, Ruinart will present the "Miroir" ice bucket as well as the "Miroir" coaster at the fair's Art Collector Lounge within a large mirrored installation meant to evoke the aesthetic of the design. A video, highlighting the design process and superb craftsmanship that defines Van der Straeten's work, will take visitors inside his atelier and offer a glimpse of the numerous stages involved in creating an object of such quality and luxury.

Van der Straeten combines his fascination with light and movement with a dedication to fine craftsmanship and superb materials. The angular ice bucket elegantly contrasts with

the unique shape of the iconic Ruinart bottle, while the ice bucket's silver-plated surface reflects the warm golden hues of the champagne. As Van der Straeten states, "I wanted to create a conversation between the bottle and the object, like a dialogue between the light, the mirror and the reflections."

The "Miroir" ice bucket conveys Van der Straeten's desire to transform ordinary objects into works of art. The designer found inspiration in the French *rafraîchissoir*—the small serving table with a built-in wine bucket—which was popular during the Age of Enlightenment, when table presentation was considered an art form.

A "Miroir" Gift Box includes a silver-plated coaster and a bottle of Ruinart Blanc de Blancs, and will be sold at fine wine retailers internationally.

About Hervé Van der Straeten

Having studied at the Ecole des Beaux-Arts in Paris, Van der Straeten articulates his design in terms of both fine art and craftsmanship. Whether chandeliers or furniture, these unsurpassed objects demonstrate Van der Straeten's constant search for perfection in finish and shape.

Fascinated by movement and light, the artist has devoted his life to searching for new shapes and exceptional materials in order to explore the concept of contrast in design. These exceptional objects are showcased in his Paris gallery in the Marais district.

About Ruinart

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 houses it 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, round, 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.

www.Ruinart.com

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