

For Immediate Release



**RUINART CHAMPAGNE ANNOUNCES 10 ARTISTS FOR RUINART
AFTERNOON TEA AND AUCTION DURING ART PLATFORM—LOS ANGELES
SUNDAY, OCTOBER 2, 2011**

**10 Specially Commissioned Works to Be Auctioned Off, Benefiting
Nonprofit Organization, The Art of Elysium**

Hosted By Art Critic David Pagel and Art Auctioneer Alexander Gilkes

September 27, 2011 (New York/Los Angeles)-Ruinart Champagne, established in 1729 as the world's first champagne house, will host an afternoon tea and auction for 150 guests at the **London Hotel** in Los Angeles, as part of its involvement in the Los Angeles fall art season. Taking cues from contemporary art, Ruinart will oversee the concept for this eclectic, modern adaptation of the traditional high tea. The intimate event will feature dynamic tablescapes and special installations by designer **Jes Gordon**, with guests requested to wear playful and daring hats, lending a fanciful twist to the afternoon. Proceeds from the auction will benefit **The Art of Elysium**, a nonprofit organization that encourages working actors, artists, and musicians to voluntarily dedicate their time and talent to children in need.

Upon arrival guests will be invited to enjoy a glass of Ruinart Champagne while they preview the auction items, all works of art specially commissioned by Ruinart. Guests will then sit at a long communal table and enjoy tea service by **Harney & Sons** accompanied by savory and sweet delights, prepared by the chefs of the restaurant **Gordon Ramsey at the London**. While guests enjoy the tea, Phillips de Pury art auctioneer and Paddle8 co-founder **Alexander Gilkes** and art critic, instructor, and curator **David Pagel** will lead a discussion on the state of

contemporary art. After tea and lively conversation, Alexander Gilkes will auction off the 10 artworks to guests, who will use their bespoke ping pong paddles for bidding.

The House of Ruinart combed the United States and selected 10 emerging artists who have demonstrated outstanding creativity and innovation. Ruinart has sponsored the artists' exhibitions, from New York to Seattle, which yielded artworks inspired by the House's curved translucent bottle. The result is 10 eclectic works in an array of traditional and nontraditional media: **Isaac Fortoul** takes inspiration from the vision of Ruinart's founder, Dom Ruinart, conveyed through vivid color and lighting; **Carrie Sunday** has used small cylindrical rolls on paper to create a linear yet scattered pattern with subtle detail akin to effervescence; **Kiki Valdes** employs symbolism in his assemblages on canvas to convey the physical act of painting; **Johnny Robles**'s use of charcoal and tea on paper is a fitting addition to the occasion, with a surrealist influence; **Melissa Ayr**'s abstract oil and acrylic paint on canvas conveys passion, depth, and flow; the mixed media and wood installation by artist **Pascal** demonstrates a neutral yet bold design detailing the champagne process and history of the House; **Trish Williams** uses African fabric, paper, and plastic in her patterned compositions while photographer **Mark Leibowitz** focuses on the materiality of film; **Dane Storrusten**'s abstract portrait conveys a flow of motion as elements stretch off the canvas; **Elijah Blue**'s graphic interpretation of iconic Ruinart bottle takes on a futurist, digital identity.

All proceeds from the afternoon will benefit the nonprofit organization The Art of Elysium. "The Heritage of Ruinart is steeped in the arts, from the design of the bottle, to the House's early arts commissions of the 19th century," says Jean-Christophe Laizeau, Ruinart International Director of Communication. "We are pleased to continue to participate in fostering artists and the arts, and to be working with such a noble institution as The Art of Elysium."

Adds Jennifer Howell, Founder of The Art of Elysium, "It is the talent of our incredibly generous artists that transforms hospital rooms into imaginariums full of laughter and creativity. We are so thrilled to be working with Ruinart on this amazing project that supports and promotes the work of artists."

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 is the official champagne partner of **Art Platform—Los Angeles** (September 30-October 3).

About The Art of Elysium

Founded in 1997, The Art of Elysium is a nonprofit organization, which encourages working actors, artists and musicians to voluntarily dedicate their time and talent to children who are battling serious medical conditions. They provide artistic workshops in the disciplines of acting, art, comedy, fashion, music, radio, songwriting, and creative writing.

<http://www.theartofelysium.com>

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 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.

<http://www.Ruinart.com>

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