



For Immediate Release



**Ruinart Champagne Presents a New Collaboration  
with Artist Georgia Russell**

**Russell's Sculpture and Limited-Edition Ornaments Designed for Ruinart's  
Blanc de Blancs to Make US Debut at Art Basel in Miami Beach 2014**

New York (October 6, 2014)—Ruinart Champagne, the world's first established Champagne House, presents a creative collaboration with Scottish artist Georgia Russell, who has crafted ornaments to encase Ruinart's renowned Blanc de Blancs bottles. The limited-edition works will be showcased at art fairs globally—including at Art Basel in Miami Beach 2014 where Ruinart is the official champagne sponsor—and available through select retailers.

Russell's design is inspired by Maison Ruinart itself, and the centuries-old carvings on the walls of its champagne cellar. The small time-keeping marks reminded Russell of her own signature usage of a scalpel to cut and transform materials, usually old books, prints, and vintage photographs. In tribute to these unique chalk quarries, Russell created an immaculate white ornament incised with multiple notches shaped specifically as a display case for Ruinart's Blanc de Blancs. The subtle play of light and shadow

around the bottle reveals the gold reflections of Chardonnay, the emblematic grape varietal of the Maison.

Art Basel in Miami Beach 2014 will be the U.S. premiere of Russell's collection, where the ornaments will be displayed alongside a dynamic sculpture paying tribute to the champagne's heritage. Russell applied her artistic skills to a copy of *Le Grand Livre*, the 18<sup>th</sup> century ledger detailing the achievements of the world's oldest champagne house. By manipulating the book's pages, Russell transformed this cornerstone of Ruinart's history into an elegant, unfurling piece.

Artist Georgia Russell states, "Creating a contemporary, ornamental artwork inspired by the pages of Ruinart's renowned ledger is a continuation of my practice of cutting paper to bring the past into the present."

This latest collaboration is part of Ruinart's ongoing relationship with the arts, commissioning works over the centuries from artists such as Maarten Baas, India Mahdavi, Alphonse Mucha, Gideon Rubin, Patricia Urquiola, and most recently Piet Hein Eek.

Prior to Art Basel in Miami Beach, Russell's collaboration was on view at Art Basel in Basel and Art Basel in Hong Kong, and will be showcased at FIAC Paris. The limited-edition ornaments will also be on-sale through select retailers.

### **About Georgia Russell**

Georgia Russell was born in 1974 in Elgin, Scotland. She graduated from the Royal College of Art, London in 2000. She is the winner of numerous awards including Aurora Prize for Fine Art in 2000; Miller Holmes Paris Studio in 2001 and The Saltire Society: Arts and Craft in Architecture in 2005. Recent solo exhibitions include notably "Georgia Russell: Paper Constructions & Bookworks" in 2002 at England & Co, London; "Georgia Russell" in 2005 at The American University of Paris and "Georgia Russell: Recent Work" in 2009 at England & Co, London. Selected group exhibitions are "Holland Paper Biennial 2008" at The CODA Museum, Apeldoorn, The Netherlands; "Cut It Out: Contemporary Paper Cut Artists" in 2009 at Otter Gallery, Chichester and "Slash: Paper Under the Knife" in 2009 at the Museum of Art & Design, New York.

### **About Ruinart**

Ruinart Champagne is the first established champagne House, founded in 1729 by Dom Thierry Ruinart, a learned Benedictine monk, who foresaw the promising future of "the wine with bubbles." Dom Ruinart inspired his family to craft a limited production of champagne with no compromise to quality. The House of Ruinart appreciates that essential ingredients are key to the creation of exceptional Champagnes, and Ruinart harvests only the finest Chardonnay grapes with a high concentration of Premiers Crus, housed in its 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 French Historical Landmark 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 aging of the Ruinart wines and the golden thread of the Ruinart taste: fresh, luminous, and elegant. Dom Ruinart's vision and heritage of excellence has been passed down and continues to be a core value and tradition of Ruinart. Today, the House is also a committed partner of the arts around the world, and acts as the official champagne of more than 20 Art Fairs globally.  
[www.Ruinart.com](http://www.Ruinart.com)

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