



For Immediate Release



Ruinart Champagne Presents A New Installation By Designer Piet Hein Eek

To Celebrate Its Partnership With EXPO CHICAGO, The International Exposition of Contemporary and Modern Art

Chicago (June 20, 2013)—Ruinart Champagne, the world's first established Champagne House, is the official champagne of EXPO CHICAGO, the International Exposition of Contemporary and Modern Art taking place September 19-22, 2013. In celebration of this partnership, Ruinart will showcase limited edition champagne boxes and wooden modules crafted by the Dutch designer Piet Hein Eek.

The elements of Piet Hein Eek's works consist of the same trademark material he uses in his signature furniture designs: recycled wood. Inspired by Maison Ruinart's groundbreaking decision to move from using baskets to wooden boxes to ship its

Champagne in the late 18th century, Eek crafted individual, wooden storage cases fitted to the unique shape of the Ruinart Blanc de Blancs bottle. Individually signed and numbered, each presentation box is unique and handmade in Eek's workshop in Geldrop. He selects pine in shades of pale grey, white and cream to reflect the appearance of Ruinart Blanc de Blancs. This material is lightly sanded to guarantee softness, covered with a veil of fine lacquer, and then hand assembled in the shape of nested, nailed panels.

These boxes will be presented individually along with two larger compositions—wooden modules each filled with 72 Ruinart Blanc de Blancs bottles that honor the original wooden crate used by Ruinart. A discreet lighting system illuminates the pale golden color of the wine in the bottles. Eek's creations will be on display in the EXPO CHICAGO Northern Trust VIP | Collectors Lounge, providing visitors the opportunity to enjoy both the artwork and the Blanc de Blancs.

For more than twenty years, Piet Hein Eek has designed contemporary marquetry that explores the authenticity and beauty of wood. After treating his material, Eek assembles and reworks the wood with an awareness of the precision needed to create handcrafted wooden designs. Eek's intellectual and innovative use of the medium makes for a natural collaboration, linking his design to Ruinart's historical attachment to this material.

The limited edition champagne boxes will be on-sale in Crush Wine & Spirits stores and on the website: www.crushwineco.com.

About Piet Hein Eek

Piet Hein Eek (Holland, 1967) is an industrial designer who lives and works in Geldrop, Netherlands. He graduated from the Design Academy in Eindhoven and opened his own design studio in 1992. Eek is best known for his sustainable furniture designs using wood, iron and steel, and also designs accessories and lights. His work has been sold in galleries worldwide and exhibited in several museums including the Groninger Museum, Stedelijk Museum Amsterdam, and Museum of Modern Art, New York.

About EXPO CHICAGO

Art Expositions, LLC presents EXPO CHICAGO/2013, The International Exposition of Contemporary and Modern Art. Situated at Navy Pier's Festival Hall (600 E. Grand Avenue), Sept. 19 – 22, this four-day art event features over 120 leading international galleries and offers diverse programming including [/Dialogues](#) and [IN/SITU](#). Under the leadership of President and Director Tony Karman, EXPO CHICAGO draws upon the city's rich history as a vibrant destination for arts and culture, helping to define the contemporary art community in Chicago while inspiring the city's collector base. Vernissage, the opening night preview benefiting the Museum of Contemporary Art Chicago takes place Thursday, Sept 19, 6 – 9 p.m. General Admission to the exposition is Friday, Sept. 20 – Sunday, Sept. 22 (Fri. and Sat., 11 a.m. – 7 p.m.; Sun., 11 a.m. – 6 p.m.). EXPO ART WEEK takes place Monday, Sept 16 – Sunday, Sept. 20. For tickets

to the exposition (\$20 for one day, \$30 for three days) or more information about EXPO CHICAGO and EXPO ART WEEK, visit www.expochicago.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 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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