



# Ruinart

LA PLUS ANCIENNE MAISON  
DE CHAMPAGNE

*Art Basel 2021*

RUINART UNVEILS A SINGULAR WORK  
**BY DAVID SHRIGLEY**



**PRESS RELEASE**

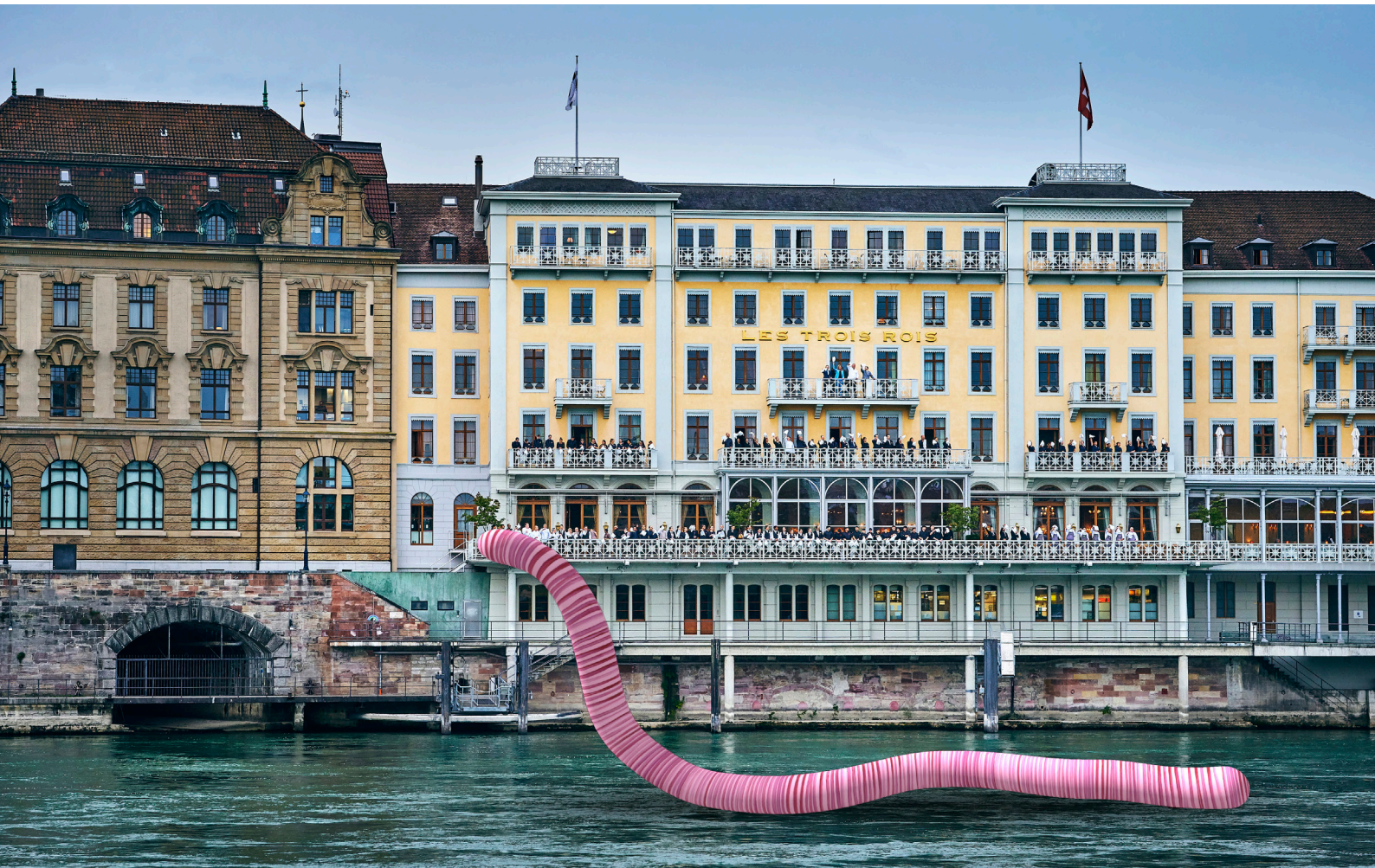
As well as offering David Shrigley *Carte Blanche* (free reign), exhibited at the Collectors Lounge Ruinart at Art Basel 2021, from 24-26 September, Maison Ruinart invites the public to discover the artist's augmented reality creation in Basel, revealed through the Acute Art app.

Inspired by one of the British artist's drawings for the world's oldest champagne house, the digital *Giant Worm* twists through the heart of Basel. To make the virtual sculpture appear in three dimensions, you need to hunt out the QR code to download the application. The worm then comes alive on your smartphone, weaving through its urban environment. Unleashed from its conventional forms, art turns digital to reach a younger generation of art-loving epicureans.

*Giant Worm* will be visible in the city until the end of October 2021, keeping this new element of the artist's *Carte Blanche* alive – with more than a little humour – beyond the walls of Art Basel.

«I don't think there are rules for making art. There are only opportunities. Augmented reality is another opportunity to do something different, see things differently and, I hope, learn something new.» ➤

**DAVID SHRIGLEY**





## RUINART BY DAVID SHRIGLEY UNCONVENTIONAL BUBBLES

Each year, Maison Ruinart welcomes a contemporary international artist in Reims to share their vision of the famous, nearly 300-year-old champagne house. In the footsteps of Liu Bolin (2018) and Vik Muniz (2019), British artist David Shrigley looked at Ruinart through 36 drawings and gouache paintings, as well as 3 neon installations, 2 ceramic pieces and 1 door. This British icon with a somewhat leisurely character is an acerbic artist who views today's world with unequalled irony.

Delivering a singular vision of a Maison that is just as singular, David Shrigley invites us to rediscover Ruinart with offbeat humour and no concessions. His art shines new light on the Maison's vineyard, heritage, and savoir-faire. In the Champagne region, he scrutinised the vineyard, explored the wine cellars, and noted every expression and gesture he glimpsed. With curiosity, he studied the ways of the people working the vines, oenologists and other Ruinart collaborators. His sharp regard took in the closely guarded secrets of champagne making.

Through his drawings, neon installations and sculptures, David Shrigley offers us a benevolent yet unbeaten path, which generates surprising interactions between nature and the different steps in the wine-making process. He also makes us more aware of the environmental commitments Maison Ruinart upholds every day. Because humour is, without doubt, one of the best ways to raise awareness.

Reflecting this bold stance, his artistic reinterpretation is entitled *Unconventional bubbles* (bulles singulières).

Born in 1968 in Macclesfield, UK, David Shrigley is famous for his distinctive style and satirical works looking at everyday situations and human interactions. His quick-witted drawings and hand-rendered texts are deadpan in their humour, like snatches of overheard conversations.





## ARTISTIC EXPERIENCE **AT THE GRAND HÔTEL LES TROIS ROIS**

The artistic journey continues at the Grand Hôtel Les Trois Rois, which will become an integral part of the Ruinart Art Fair experience. Visitors will be able to visit the Grand Hôtel Les Trois Rois to savour an exclusive food & wine pairing: a citrus eclair designed by master pastry chef Magdalena Liehr accompanied by a glass of Ruinart Rosé champagne.

The Acute Art QR code installed on the hotel terrace will plunge curious visitors into the artistic world of David Shrigley, bringing *Giant Worm* to life above the Rhine.



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**DOWNLOAD**  
Press materials [HERE](#)

Giant Worm by David Shrigley  
for Maison Ruinart with Acute Art

Visible in Basel with the Acute Art app  
from 20 September to 31 October 2021

Artistic and gastronomic experience  
Grand Hôtel Les Trois Rois  
from 20 September  
Food & wine pairing: Ruinart Rosé and citrus éclair

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## ABOUT MAISON RUINART

Founded in 1729 during the Enlightenment in a world of ideas, exchanges and culture, Maison Ruinart is the oldest champagne house. In its cellars, Chardonnay wine experts perpetuate the Maison's trademark "simplicity". Natural elegance and aromatic freshness unveil the luminosity of this grape variety.

Ruinart's relationship with art is engraved in history. In 1896, André Ruinart asked Czech artist Alphonse Mucha to create his first advertisement. Since then, artists from across the world have adorned the casing for the iconic bottle and delivered their vision of the Maison.

Maison Ruinart promotes an art de vivre that is elegant yet astute, through its history anchored in art and gastronomy. The Maison takes concrete actions to minimise its environmental impact, constantly adapting its practises, while conserving the excellence of its wines.

Maison Ruinart innovates, researches, and adds its signature Chardonnay at the heart of every bottle.

