vinetur

Dom Pérignon Brings Tilda Swinton to Bilbao

The champagne house will stage a two-day performance at the Guggenheim Museum with the actress and performer in June.

Thursday, May 21, 2026



Dom Pérignon will present a two-day performance in Bilbao in June with the actress and performer Tilda Swinton, in a collaboration with the Guggenheim Museum Bilbao that the champagne house says is meant to extend its long-running ties to art and culture.

The work, titled “House of Gestures,” was co-created by Swinton and Olivier Saillard, a curator and performer, and is scheduled for June 5 and 6 at the museum’s atrium. The public will be able to attend after registering in advance through the Guggenheim Museum Bilbao website, according to the announcement.

The project builds on Dom Pérignon’s creative campaign “Creation is an eternal journey,” introduced in 2025 as a new chapter in the brand’s cultural strategy. The house said that chapter was designed to deepen its dialogue with artists and other figures it considers iconic, including Swinton. In this new work, Swinton explores gesture, presence and transformation through a performance inspired by Dom Pérignon’s identity and by the idea of place.

Vincent Chaperon, Dom Pérignon’s chef de cave, framed that idea in terms of terroir and memory. “A great wine is the ‘place’ of the soul; it is both landscape and portrait,” he said in material released by the company. The house linked that concept to Hautvillers, the Benedictine abbey founded in the seventh century where Dom Pérignon traces part of its origin story, and to the vineyards that supply its vintages.

Dom Pérignon said each vintage is an assemblage of hundreds of vineyard sites, each with its own name and character, and that the wine develops over nearly a decade of aging before release. The company presented the performance as an extension of that process, arguing that both champagne making and live performance depend on time, space and human gesture.

Swinton said in a statement that performance creates “a free zone where something honest and original can happen and become a shared experience in real time.” She added that “a great champagne has much in common with this idea,” saying both are rooted in space and authentic presence rather than representation or interpretation.

The collaboration also continues Dom Pérignon’s pattern of working with major names in art, fashion and music. The house said that since 2005 it has developed projects with figures including Karl Lagerfeld, David Lynch, Lenny Kravitz and Jean-Michel Basquiat. In this case, it is pairing Swinton with Saillard for a work intended to move between theater, installation and ritual.

The Guggenheim Museum Bilbao said the performances will take place in one of its most recognizable public spaces, giving visitors access to a live work shaped around movement, costume changes and narrative fragments. According to the materials released by Dom Pérignon, Swinton’s stage language will unfold through rhythmic gestures that function like writing, turning an empty stage into a “place” filled with imagined or remembered stories.

The announcement did not disclose whether bottles from specific vintages would be served during the event or whether the performance would travel beyond Bilbao. It did say that the June dates are open to the public through registration, placing a luxury champagne brand inside a museum setting at a time when wine houses are increasingly using cultural programming to reach consumers beyond traditional tastings.