vinetur

Artistic Collaborations Highlight Ruinart's Holiday Offerings

Ruinart Blends Elegance and Innovation for the Festive Season

Thursday, December 26, 2024



Maison Ruinart, recognized as the oldest champagne house in the world, becomes the centerpiece of Christmas celebrations in Reims, France, offering carefully curated experiences that blend art, nature, and wine. Located at the iconic 4 Rue des Crayères, the Maison showcases an authentic approach to hospitality under its "Art of Hosting" concept, where every detail highlights the sophistication of the Champagne region.

This season, the spotlight is on Ruinart's celebrated cuvées. The Ruinart Blanc de Blancs, a symbol of the house's fresh and elegant style, and the Dom Ruinart Blanc de Blancs 2013, an exceptional vintage reflecting mastery in crafting chardonnay-based champagnes, stand out as the main selections. These bottles, presented in customizable Second Skin paper cases, not only offer sustainable packaging but also underscore the Maison's commitment to innovation and environmental preservation.

Beyond its wine offerings, the Maison is also a cultural landmark through artistic collaborations that enrich the visitor experience. This year, particular attention is drawn to the Nicolas Ruinart Pavilion, designed by Japanese architect Sou Fujimoto. This structure merges contemporary design with the region's heritage, embodying the Maison's vision of integrating art, nature, and architecture harmoniously.

One of the standout artistic contributions comes from Hannah Levesque, a miniaturist and emotional modeler, who has created a detailed scale model of 4 Rue des Crayères. This project, completed over three months, combines precise craftsmanship with unique sensitivity, offering visitors a fresh perspective on the site while strengthening their emotional connection to the Maison.

The holiday spirit at Ruinart can be brought into any home with the purchase of its champagnes. The Ruinart Blanc de Blancs, known for its aromatic freshness and citrus notes, is an excellent choice for celebrations. Meanwhile, the Dom Ruinart Blanc de Blancs 2013, aged for over nine years, delivers a unique experience defined by complexity and the character of chardonnay. These champagnes are available at $104 and $310 respectively, reflecting the care and excellence behind their creation.

Maison Ruinart continues to reaffirm its dedication to excellence and innovation, making its offerings a benchmark for the holiday season. Every element, from the cuvées to the architectural spaces and artistic collaborations, contributes to an experience that transcends time and place, perfectly aligned with Ruinart's philosophy.