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Dom Pérignon launches new creative chapter with global artists at Tate Modern

Brand unveils immersive event and future collaborations, blending art, culture, and exclusive champagne releases in London and beyond

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Dom PÉRIGNON · MILLÉSIMÉ
Champagne
Dom Pérignon
Vintage 2015
Brut

On May 15, Dom Pérignon unveiled its latest creative chapter, “Creation is an eternal journey,” at the Tate Modern in London. The event brought together a diverse group of cultural figures and artists to mark a new phase in the brand’s ongoing dialogue with creativity and innovation. This initiative is rooted in the house’s long-standing commitment to artistic collaboration and its pursuit of harmony in every vintage.

The evening gathered notable personalities from various fields, including actress Zoë Kravitz, chef Clare Smyth, artist Tilda Swinton, choreographer Alexander Ekman, contemporary artist Takashi Murakami, musician Anderson .Paak, and rock icon Iggy Pop. Each of these seven creators will play an active role in shaping this new chapter for Dom Pérignon, contributing their unique perspectives to the brand’s creative journey.

The program at Tate Modern was designed as an immersive experience that guided guests through three distinct movements: past, present, and future. The “past” segment paid tribute to Dom Pérignon’s enduring relationship with legendary cultural figures, starting with its founder Dom Pierre Pérignon. The “present” showcased new portraits and films by photographer Collier Schorr and director Camille Summers-Valli, capturing each creator’s interaction with the latest Dom Pérignon millésime. The “future” offered a glimpse into the ongoing process of cultivation and blending that defines the house’s approach to champagne making, as explained by chef de cave Vincent Chaperon.

The culinary aspect of the evening was led by Clare Smyth, who holds three Michelin stars. She crafted a menu that reflected the theme of time—past, present, and future—and paired it with Dom Pérignon Vintage 2008 Plénitude 2. This champagne was served ahead of its official release, giving guests an exclusive preview.

Following dinner, attendees listened to “Notes for Radical Living,” a poem written and performed by Tilda Swinton. Her piece invited reflection on presence, empathy, and transformation—core themes that resonate with Dom Pérignon’s vision of creation as an ongoing journey. The night concluded with a vinyl-only DJ set by Anderson .Paak (DJ Pee .Wee), followed by DJ Jameela Elfaki, keeping the energy high into the early hours.

This event marks only the beginning of Dom Pérignon's new creative chapter. Over the coming months and years, the house will continue to collaborate with artists across disciplines. In May 2025, an art exhibition curated by Dom Pérignon will take place in London. Later in October 2025, limited-edition design pieces created in partnership with one of the seven featured artists will be released. In 2026, a live performance by one of these creators will further deepen the brand's connection to art and culture.

Dom Pérignon's history is filled with moments where art and champagne intersected. From Marilyn Monroe photographed with a bottle in Bert Stern's iconic 1962 session to Andy Warhol's plan to open 2,000 bottles at the turn of the millennium, the brand has long inspired—and been inspired by—artists and visionaries. Since 2005, collaborations have included names like Jean-Michel Basquiat, Karl Lagerfeld, Jeff Koons, David Lynch, and Lenny Kravitz.

The new campaign features intimate black-and-white portraits by Collier Schorr that show each creator absorbed in their process. Vibrant color images capture moments where they interact naturally with a bottle of Dom Pérignon within their own artistic worlds. Short films directed by Camille Summers-Valli delve into each creator's personal journey and reflections on creativity. Media entrepreneur Jefferson Hack conducted interviews that explore what drives these artists and how their work connects to Dom Pérignon's legacy.

Looking ahead, Dom Pérignon plans to release four new vintages over a short period—a first in its history. These include Dom Pérignon Vintage 2008 Plénitude 2; Vintage 2017 (the last signed by the previous chef de cave); Vintage 2018 (marking a new era under Vincent Chaperon); and Rosé Vintage 2010 (the result of a decade-long exploration of Pinot Noir red wines).

At its core, Dom Pérignon remains committed to producing only vintage champagnes—each one reflecting the character of a single year. The house relies on assemblage (blending) as the foundation of its style and values time as an essential element in developing complexity and depth during cellar aging.

With “Creation is an eternal journey,” Dom Pérignon continues to position itself not just as a maker of fine champagne but as an active participant in global culture—bridging past achievements with present innovation and future possibilities through ongoing artistic collaboration.