



# Ruinart

LA PLUS ANCIENNE MAISON  
DE CHAMPAGNE

MAISON RUINART PRESENTS  
*RIGHT HERE, RIGHT NOW*  
BY JEPPE HEIN



PRESS RELEASE

Maison Ruinart has always promoted art as a way to understand the world around us, connect with each other and heighten our awareness. Each year, Ruinart gives an international contemporary artist carte blanche to interpret its history and know-how through his or her art. In previous years, Liu Bolin (2018), Vik Muniz (2019), and David Shrigley (2020/2021) have given their artistic interpretation.

In 2022, Maison Ruinart has given carte blanche to Jeppe Hein, an artist who know how to touch our hearts. He translates his first impressions of Ruinart's terroir into fragments of matter and emotion that awaken our senses and touches our hearts, while placing each of us at the centre of a delightful participatory experience. A collective experience that is unique each time. An artistic installation to live RIGHT HERE, RIGHT NOW.

After the launch event at the Palais de Tokyo in Paris, in April 2022, the carte blanche travels around the world to continue to reveal itself.

This world tour will also provide an opportunity to discover the gastronomic interpretation of the carte blanche, through the programme called «Food For Art».

*"I wanted to give them an eye-opening experience using artistic tools: to make them see, smell, hear, taste and feel the essence of both Ruinart and their own lives."*

**JEPPE HEIN**





## A UNIQUE SENSORY EXPERIENCE

For Jeppe Hein, making and tasting champagne – from the moment the grapes are harvested to the moment the wine sparkles in your mouth – is a total sensory experience. He translated the essence of this into an art installation to be experienced *Right Here, Right Now*.

*Right Here, Right Now* is a participatory installation that appeals to the five senses and summons the four elements – earth, water, air and fire – which are essential to champagne making.

To renew the experience of nature and bring it into our daily life at the art fairs, Jeppe Hein uses «fragments of matter and emotion» that awaken our senses and connect us to ourselves and the world. Each element is thus represented by a symbolic equivalent: a piece of chalk (earth); a grape (sun); a perfume (air); a drop of essential oil (water).

This generous installation invites everyone to experience a small sensory epiphany.

You are invited to:

See yourself in the mirror

Touch the chalk.

Listen to a delicate drop of essential oil falling into the palm of your hand.

Smell the scent of the Chardonnay flower in the air.

Taste a sun-ripened raisin.

On this journey to meet ourselves, the world and others, the artist guides us with messages inscribed on mirroring speech bubbles: «Right here, right now»; «You change to change»; «Be aware of your small sensations». Phrases that echo our own questions and encourage us to express them.

It's up to us to draw our emotional self-portrait with chalk on colorful panels. Over time, the panels will be covered with hand-drawn faces as patterns to infinity.

## THE WORLD OF JEPPE HEIN

Jeppe Hein likes to provoke the unexpected. Born in 1974, the Berlin-based Danish artist has made a name for himself with installations whose apparent simplicity changes the viewer's relationship to the space, but also by the participatory dimension that he puts at the heart of his work.

This participatory dimension is at the heart of his work just as his interest in the five senses and the four elements can be found in his installations: most popular his water pavilions like *Appearing Rooms*, his mirror labyrinths and *Modified Social Benches*, his frequent use of neon light and candles as well as his global engagement project *Breathe with Me*, initiated at the United Nations Headquarters and in Central Park in New York 2019, that invites audiences to paint their own individual 'breath' and thus visualize the resultant relation between all living being.

Jeppe Hein is one of those artists who starts with very simple things but takes us much further.

«Through his work as an artist, Jeppe takes a fresh look at the world. Each piece is a playground, each moment becomes an experience that connects us to nature, others and the world.»

**FREDERIC PANAIOTIS**  
Cellar Master at Maison Ruinart



# Ruinart



**DOWNLOAD**  
press material [HERE](#)

RIGHT HERE, RIGHT NOW  
by Jeppe Hein

**PRESS CONTACT :**  
Jean Baptiste Duquesne  
[jbduquesne@ruinart.com](mailto:jbduquesne@ruinart.com)  
+ 33 1 58 97 57 42

## 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.

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.