


# Dom Pérignon

TRIBUTE TO  
JEAN-MICHEL BASQUIAT™



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Dom Pérignon  
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# DOM PÉRIGNON'S CREATIVE AMBITION



**DOM PÉRIGNON'S** creative ambition is a perpetual quest for harmony as a source of emotion, a quest pursued with aesthetic and sensory values: precision, intensity, tactile sensation, minerality, complexity, completeness and a distinctive way of sustaining notes. Every creative process faces constraints. For Dom Pérignon this means always a vintage wine. An unyielding commitment to bear witness to the harvest of a single year, whatever the challenges, even going as far as not declaring a vintage.

Dom Pérignon is always an *assemblage* (blending in French). The *assemblage* is the foundation of the Dom Pérignon style. It is guided by timeless principles that have always taken precedence over winemaking techniques and their evolution.

Time is part of the Dom Pérignon equation. The time for active maturation on the lees in the darkness of the cellars, allowing each vintage to reveal itself. For Dom Pérignon Vintage 2015, this slow metamorphosis required nearly ten years.

# DOM PÉRIGNON'S TRIBUTE TO JEAN-MICHEL BASQUIAT: HERITAGE AND RENEWAL



**“Our cultural memory  
follows us everywhere,  
wherever you live”**

JEAN-MICHEL BASQUIAT



**DOM PÉRIGNON AND JEAN-MICHEL BASQUIAT** are two legends separated by time and space, but each in their own way, they embodied the culture of their era and shaped that of future eras. Their creative trajectories are profoundly different, yet not divergent. With a special edition of the Vintage 2015, Dom Pérignon pays tribute to an artist deeply rooted in his origins, who formed one of the most iconic and powerful artistic expressions of our time.

In this alchemy between creativity and innovation lies a major affinity with Dom Pérignon's vision of heritage: to remain faithful to it, one must renew it incessantly. Basquiat's itinerant and experimental creativity resonates with Dom Pérignon's and his conviction that any form of artistic creation, regardless of the discipline, invites playing with constraints by considering them as values and challenges.

In this same duality between *savoir-faire* and the unpredictable, selection and *assemblage*, precision, and improvisation, common to artistic creation and that of fine wines, lies also the uniqueness of French excellence. Basquiat particularly loved and appreciated his stays in France. Similarly, his aesthetic vision allowed him to make extraordinary the most modest materials and references.




The complexity found in Basquiat's work and Dom Pérignon's wines also represents a convergence between the aesthetic ideal of Dom Pérignon and Basquiat's *ars creativa*. In both cases, the creative act that gives tangible existence to the aesthetic vision always demonstrates its ability to resolve the apparent paradox of opposites. This sensibility is certainly a factor that has allowed Basquiat's work to touch audiences of all eras and that allows Dom Pérignon to extend his vision to ever-new cultures and audiences.





# DOM PÉRIGNON AND THE CREATORS




**“The greatest treasures  
in the world are art.  
They are the most  
lasting; they are still  
here after people”.**

JEAN-MICHEL BASQUIAT

**FOR NEARLY THREE DECADES,** Dom Pérignon has initiated collaborations with artists and creators, chosen from among the most radical of contemporary sensibilities. And since the path of reinvention is always new and surprising, the collaborations initiated so far have deliberately engaged personalities from all horizons.

To stay in phase with utmost contemporary creation, Dom Pérignon inaugurated, in 2005, a series of close exchanges with the multifaceted world of decorative arts and the hybrid universe of pop culture. The dialogue began with Karl Lagerfeld and continued to the invitation to the two prodigies of the pop-rock scene, Lenny Kravitz and Lady Gaga.



In 2024, the choice of Jean-Michel Basquiat extends a symbolic red thread traced by Dom Pérignon between three key figures of pop art. The tribute to pioneer Andy Warhol led the way in 2010, with a unique collection of three bottles of Vintage 2000, each with its distinct label in red, blue, or yellow, paying homage to Warhol's iconic colour games.

In 2013, the Maison's passion for pop art was renewed with the invitation addressed to Jeff Koons, the notable neo-pop artist and, finally, the tribute to Basquiat gives voice to the iconoclast who criticized and challenged pop, confronting it with the harshness of the neo-expressionist and street art movement.

# THE SYMBOL OF TWO MYTHS



**THE RESONANCE** between Dom Pérignon and the universe of Jean-Michel Basquiat is symbolized by a graphic and conceptual tête-à-tête that superimposes the shield, emblem of the Maison, and the three-branched crown, statement, and signature of the New York artist. Much more than two simple symbols, this visual creation embodies the meeting between two stories and two identities.

The Dom Pérignon shield has a double meaning: in heraldic tradition, it evokes the defense of a place and its community. It also designates the support on which the sign of a House is inscribed, making it recognizable. For Dom Pérignon, it testifies both to the attachment to the original territory of Hautvillers and to the unyielding ambition of Dom Pérignon to assert its uniqueness.

An icon of Basquiat's work, the crown is a symbol of power. Basquiat uses the crown to elevate the subjects of his paintings, but also to comment on power dynamics presented in his work.

Radically simple and universally recognizable, these two superimposed figures harmoniously affirm a creative vision of exception and innovation, today recognized as a classic.

**“My art is usually how  
I feel at the moment”.**

**“Anything can act as  
an influence”.**

JEAN-MICHEL BASQUIAT

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**FOR THIS TRIBUTE TO JEAN-MICHEL BASQUIAT, DOM PÉRIGNON  
CHOSE A WORK BY THE ARTIST THAT IS AS MEANINGFUL AS IT IS  
ENIGMATIC, *IN ITALIAN* (1983).**

The profusion of figures, words, numbers, and signs offers important clues about its meaning without encouraging a definitive reading, leaving the viewer free to interpret it according to the emotions it evokes. Basquiat said he conceived much of his work in this way, as the expression of a state of mind at a given moment. The assemblage of materials and the successive pictorial interventions that hide each other until what was originally painted becomes indecipherable, opens the way to potentially infinite layers of meaning and multiple emotional configurations for the observer. The use of elemental tones, mainly opposing primary colors to form a complex mosaic of large and small monochromatic areas, also has a strong emotional impact.







JEAN-MICHEL BASQUIAT,  
*IN ITALIAN* (1983)

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**THIS CONCEPT** is not unrelated to the art of assemblage at Dom Pérignon. Here too, the tension between the different characteristics of the original wines creates an extraordinarily rich alliance of meanings, without ever erasing the trace of the original matter. In Basquiat's work, as in Dom Pérignon's vision, the assemblage is a key element for the intensity of the aesthetic experience. This would not be possible without the greatest attention to the material, since both the narrative material at the origin of the story one wants to tell, and the raw matter necessary to express it, with all its organoleptic and aesthetic characteristics, are decisive for the character of the final work.

Although the meaning of the work *In Italian* remains a mystery, it carries an emotional intensity that is not unrelated to the resonance between Basquiat's vision and that of Dom Pérignon. Basquiat was not necessarily in search of a masterpiece, but of expressive power. It is the same for Dom Pérignon, whose ambition is to inspire the world to elevation through the creation of unique Vintages.





# A SPECIAL EDITION TASTING SET AND A UNIQUE UBERPIECE



## DOM PÉRIGNON'S TRIBUTE TO JEAN-MICHEL BASQUIAT TAKES THE FORM OF A SPECIAL EDITION OF 2015 VINTAGE COFFRETS.

**THE DESIGN** of these was imagined according to the principle of assemblage, dear to both Dom Pérignon and Basquiat. The series includes three different boxes, each depicting a part of Basquiat's painting, which can be reassembled by bringing the coffrets together.

To further strengthen the sense of the encounter between Dom Pérignon and Basquiat, each of the three parts of the artwork was studied in its components so that the name and emblem of the Maison harmoniously inscribe themselves on the box within the color fields of the painting, maximizing the sophisticated interplay of its forms and lines.

A true seal to this tribute, the label on the bottles, also created in three color variants, bears the hybrid emblem of the three-branched crown superimposed on the shield.



**THE TREATMENT OF THE SHIELD-EMBLEM** on the box and the bottle creates an interaction between the exterior and the interior that makes the unveiling of the Vintage 2015 even more special. On the outside, Dom Pérignon takes the lead. The label remains intact, simply enhanced by the three-branched crown superimposed along the crest of the shield-emblem. Inside, on the bottle, the aesthetics of the painting dominates, and the label is entirely overrun by the brilliant camaïeu of its colors and the painted crown, giving free rein to emotion and announcing the intensity of the tasting.

The tribute collection is magnified by an uberpiece, in an edition of eight, intended for connoisseurs of great vintages and art lovers.

This special edition was done in collaboration with Artestar, a global licensing agency and creative consultancy representing world-renowned visual artists, estates and foundations. Learn more at [Artestar.com](http://Artestar.com)





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