

FOOD AND BEVERAGE

Perrier-Jout, design studio Formafantasma present ecological art installation

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Perrier-Jout is collaborating with artists to spark conversations about biodiversity, unveiling an ecological installation at one of its vineyards. Image courtesy of Perrier-Jout

By LUXURY DAILY NEWS SERVICE

Pernod Ricard-owned Champagne house Perrier-Jout is introducing a new project aimed at enhancing biodiversity.

In collaboration with Andrea Trimarchi and Simone Farresin, founders of Amsterdam-based design studio Formafantasma, the brand is going public with “Cohabitare,” a living art installation it has inaugurated at its vineyards in the Champagne region of France. Revealed in September 2024, Perrier-Jout’s initiative integrates ecological design with regenerative farming practices to bolster local ecosystems, serving as a long-term platform for environmental education and awareness.

“Spurred by its heritage, Maison Perrier-Jout encourages us to reflect the complexity of the living world and to rediscover the importance of the environmental interconnectedness between species in order to better inhabit our world,” said Caroline Bianco, culture and creative director of [Perrier-Jout](#), in a statement.

“The project created by Formafantasma within the Perrier-Jout vineyard allows us to root our discourse in our own terroir, in the natural environment of the Champagne region, where it all begins.”

Perrier-Jout champions biodiversity

“Cohabitare” centers around the creation of the Ilot de Biodiversité, or Biodiversity Island, a roughly 3,000-square-foot ecological installation designed to nurture indigenous species of plants and wildlife.

Previewed earlier this year ([see story](#)), it involves unique architectural features, namely 74 posts developed by Formafantasma structured by handcrafted terracotta modules, created to attract birds, insects and other wildlife native to the region. These functional designs, made from natural materials, offer a habitat to a variety of species, maintaining a distance from human interference.

The project, years in the making, is a key part of Perrier-Jout’s ongoing efforts to incorporate environmental stewardship into its operations.

Since 2021, the Champagne house has expanded its experimental regenerative viticulture program, which now covers 28 hectares more than 40 percent of its vineyard. It plans to extend this approach across its entire vineyard by 2030.

Crafted in the heart of innovation, Maison Perrier-Jout and Formafantasma celebrate the harmony between nature and creativity.

Inspired by rigorous research, the Biodiversity Island is a commitment to preserving the delicate balance of our ecosystem. [#PerrierJout](#) [pic.twitter.com/qmpnTJxgps](#)

Maison Perrier-Jout (@perrierjouet) [September 17, 2024](#)

The regenerative practices, which focus on improving soil health, increasing biodiversity and reducing the vineyard's overall environmental footprint, also ensure long-term sustainability for both the land and the quality of the grapes.

Of the collaboration, the Formafantasma team states that "design is a complex discipline often misunderstood as solely focused on desirability and beauty," adding that "at its best, however, design can offer solutions to complex realities and serve as a tool to learn from and celebrate nature."

The full statement from Perrier-Jout lists the following comments from Formafantasma: "Our collaboration with Perrier-Jout marks the first opportunity we've had to explore our interest in the life and behavior of flora and fauna, and how design can enhance biodiversity. The challenge is to demonstrate that design can not only draw inspiration from nature but also contribute to its well-being."

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