

French Champagne-maker Maison Perrier-Jouët Unveils Bio Island With Formafantasma

Formafantasma, the design-forward studio based in both Italy and the Netherlands built a biodiversity island in the vineyards of the French maison founded in 1811.

By Sofia Celeste
September 19, 2024



Formafantasma's Simone Farresin; Caroline Bianco, culture and creative director of Maison Perrier-Jouët; Andrea Trimarchi of Formafantasma, and Severine Frerson, Perrier-Jouët cellar master.

MILAN — The sort of élan [Formafantasma](#), the Milan- and Rotterdam, Netherlands-based [design](#) studio has brought to [design](#), jewelry and fashion brands like Flos, Bitossi, [Max Mara](#) and [Bulgari](#) has now been translated into the world of spirits.

Sofia Celeste, “French Champagne-maker Maison Perrier-Jouët Unveils Bio Island With Formafantasma,” *WWD*, September 19, 2024.

On Wednesday, French Champagne-maker Maison Perrier-Jouët said it unveiled the first part of Cohabitare, an ongoing project envisaged by Formafantasma and dedicated to biodiversity in the Champagne region. Formafantasma also created two limited-edition, nature-inspired designs for two cuvées of the house: one for Perrier-Jouët Belle Epoque 2016 and the other for Perrier-Jouët Blanc de Blancs.

Named Ilot de Biodiversité (French for biodiversity island), Formafantasma created a 3,068-square-foot space envisaged for birds, insects, bats and plants. The installation is comprised of 74 pillars assembled with terracotta modules, handcrafted in [France](#), finished in a natural iron oxide glaze. Situated in the house's Agusons vineyard in Ambonnay, some of them have been designed as a habitat for insects and designed with cavities and apertures of various sizes and shapes.

Overall, these structures were created to help enrich local biodiversity, which will be monitored by a scientific committee and through a study launched in partnership with the Natural History Museum in Paris to evaluate the biodiversity indicators for Cohabitare and the surrounding vineyard plots managed with regenerative viticulture.

The firm first revealed [its collaboration](#) with Formafantasma founders Simone Farresin and Andrea Trimarchi in July. In addition, Formafantasma also curated Perrier-Jouët's "Banquet of Nature," a sensorial experience and lunch created by leading Michelin star chefs [Pierre Gagnaire](#) and Manon Fleury.



Perrier-Jouët Belle Epoque 2016 Courtesy of MAISON PERRIER-JOUËT

In harmony with the Cohabitare project, Italian eco-acoustic composer David Monacchi made an eco-acoustic composition called Oecanthus, created from onsite recordings carried out over

summer 2024 in Perrier-Jouët vineyards. The name is derived from oecanthus pellucens, a locust which makes melodious sounds.

Both Acanthus and two sound sculptures designed by Formafantasma will be showcased at art shows and design capitals like Tokyo, Miami, Milan and Hong Kong.

Cohabitare is expected to evolve over the long term and gather a broad spectrum of people from across the world, including designers, researchers and thinkers, students, regional stakeholders and the general public, the company said. The project, the first of its kind for the design duo, is expected to be completed in 2025.

“Our [collaboration](#) with Perrier-Jouët 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,” Formafantasma said in a statement.

Maison Perrier-Jouët was founded there in 1811 by Pierre-Nicolas Perrier and Rose-Adélaïde Jouët and is known for its well-rounded flavors and floral notes.



Simone Farresin and Andrea Trimarchi COURTESY OF MAISON PERRIER-JOUËT

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