



**MAISON RUINART PRESENTS AT FRIEZE L.A.  
A NEW COMMISSION BY CALIFORNIAN ARTIST DAVID HORVITZ**  
FRIEZE LOS ANGELES, FEBRUARY 14-16, 2020



The Los Angeles sky

Ruinart is proud to announce the second **R.U.in.ART Performance**, an interactive work entitled *Air de LA* by Los Angeles-based artist David Horvitz.

Established in 2019 at the inaugural edition of Frieze Los Angeles, the R.U.in.ART Performance annually **invites an artist to realize an immersive experience** in the Ruinart Lounge at Frieze Art Fair. The new commission will be presented at Frieze Los Angeles 2020 taking place February 14 to 16 at Paramount Pictures Studios.

*“Ruinart has enjoyed close and long-standing relations with the art world. This is not only expressed through its participation in leading international art fairs, but also through its commissioning of renowned artists. David Horvitz performance will echo Ruinart’s commitment to a sustainable future and to the values of craftsmanship.”* explains Frédéric Dufour, President of Maison Ruinart.

*Air de LA* will pay **homage to Marcel Duchamp’s** 1919 work *50 cc Air de Paris*, in which the artist gifted a glass medicinal phial filled with 50 cc of Parisian air to US-based patrons Walter and Louise Arensberg.

For *Air de LA* David Horvitz has produced several glass phials, each of which is filled with Los Angeles air. Over the course of the fair the **artist will hand out the phials to visitors** in a performative exchange

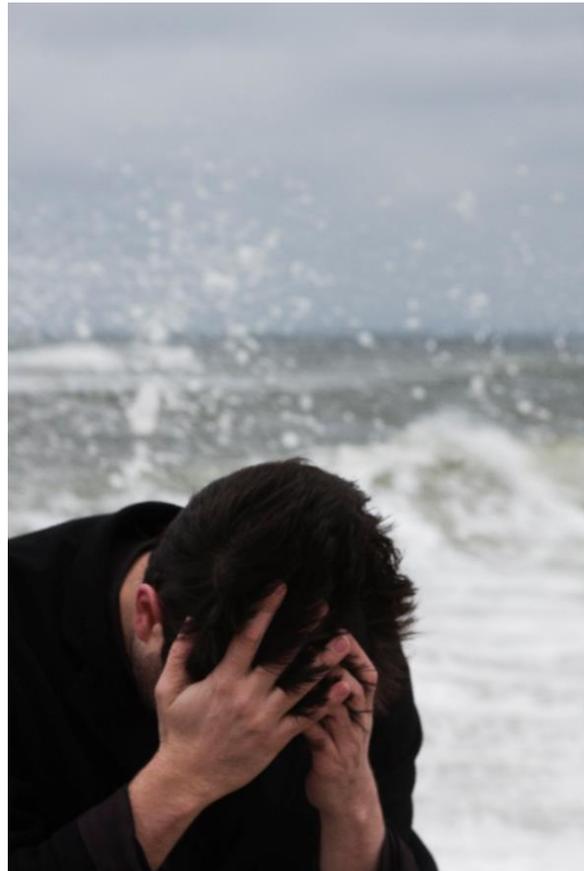
intended to echo Duchamp's original gesture to the Arensbergs. In these ways the work celebrates the act of giving, and also alludes to the bubbles in champagne, something imperceptible but ever-present.

Each of the phials will be **handmade and hand-engraved in Los Angeles**, the design will pay close tribute to Duchamp's original.

The work will also make reference to **current ecological conversations**. Los Angeles' poor air quality and high levels of emissions has only been worsened by the recent wildfires, making it an acute environmental concern. Though a natural part of California's ecosystem, climate change has seen a dramatic increase in the frequency and intensity of wildfires within the state.

## DAVID HORVITZ

David Horvitz, an ocean romantic, is an artist based in Los Angeles, California. His expansive nomadic body of work is presented through the forms of photographs, artist books, performances, memes, mail art, sound, rubber stamps, walks, and watercolor. His actions, often gestures of poetic resistance, explore varying conceptions of time and space, giving over a certain amount of control. His work has been exhibited in solo and group exhibitions including at ChertLuedde, Berlin; Blum and Poe, Los Angeles; the New Museum, New York; the Museum of Modern Art, New York; Yvon Lambert, Paris; Villa Medici, Rome; Jan Mot, Brussels; amongst others.



## INFORMATION

FRIEZE LOS ANGELES

Paramount Pictures Studios, Los Angeles

February 14 - 16, 2020

Hi-Re Imagery: [CLICK HERE](#)

David Horvitz x Ruinart Press Release: [CLICK HERE](#)

## PRESS INQUIRIES:

LaForce

[ruinart@laforce.nyc](mailto:ruinart@laforce.nyc)

212.367.8008

### **ABOUT RUINART**

Official Champagne for all Frieze art fairs including Frieze Los Angeles, Maison Ruinart laid the first stone of the history of Champagne on September the 1st, 1729. Since then, it has never ceased to perfect the excellence of its wines. Its oenological choice, determined by the predominance of Chardonnay in its cuvées, is the signature of its authentic and recognized expertise. The universe of Maison Ruinart is today defined by elegance, purity and light. Its wines derive their strength from three centuries of history. The balance between its roots and the audacity of its commitments is the key to its success, making it a House that is forever contemporary.

Maison Ruinart expresses its commitment to art by commissioning well-known artists, which it has done since 1896 when Alphonse Mucha was invited to create an artwork that would make an immense impact at the time. In 2020, a specific art and interactive commission to LA-based artist David Horvitz will be revealed and enjoyed for the very first-time during Frieze LA in the Ruinart art bar.

### **ABOUT FRIEZE**

Frieze is the world's leading platform for modern and contemporary art for scholars, connoisseurs, collectors and the general public alike. Frieze comprises three magazines—frieze, Frieze Masters Magazine and Frieze Week— and four international art fairs—Frieze London, Frieze Masters, Frieze New York and Frieze Los Angeles.

Frieze was founded in 1991 by Matthew Slotover and Amanda Sharp, with the launch of frieze magazine, the leading international magazine of contemporary art and culture. In 2003, Sharp and Slotover launched Frieze London art fair, which takes place each October in The Regent's Park, London. In 2012, they launched Frieze New York, which occurs each May in Randall's Island Park, and Frieze Masters, which coincides with Frieze London in October and is dedicated to art from ancient to modern. In 2018, Frieze launched Frieze Los Angeles, which opened February 14–17, 2019 at Paramount Pictures Studios, Los Angeles. In 2016, Frieze entered into a strategic partnership with Endeavor a global entertainment, sports and content company.