



G.H.MUMM



The House of G.H.MUMM and designer Patrick Jouin are launching a set of service equipment designed to enhance appeal of G.H.MUMM products : a meeting between two creators of excellence.



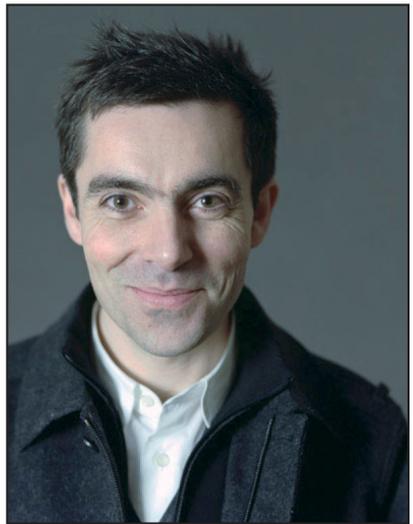
Patrick Jouin, designer of excellence

An interior architect, designer and creator, Patrick Jouin, whose experience in the world of luxury (Van Cleef&Arpels boutique) and the world of cuisine (restaurant Jules Verne) is recognised internationally, enjoys exploring techniques and materials . He blends constraints, aesthetics and technology to reveal the excellence of every space and every luxury object.

● *Biography*

After obtaining his baccalaureate in 1986, Patrick Jouin studied design at the Paris ENSCI school, where he graduated in 1992. He began working for Thomson Multimedia, before joining the Philippe Starck agency a year later.

In 1998, he founded his own agency in which he started projects on object design, interior architecture and scenography. He created objects and furniture produced by Ligne Roset, Cassina, Alessi and Kartell. He also created a prototype vehicle for Renault.



In 1999, he met Alain Ducasse with whom he collaborated to design several restaurants around the world, including the Plaza Athénée, the Snow Spoon at Gstaad, Le Mix (NY, Las Vegas), and was entrusted with the decoration of the Jules Verne on the 2nd floor of the Eiffel Tower.

In 2007, he designed an urban construction used for the Velib' bike hire system in Paris, manufactured by Lapierre.

His style is often described as discreet and sober. It is nevertheless poetic and combines audacity and elegance.

This approach is reflected in particular in the way he has reorganised layouts (Plaza Athénée, the Van Cleef & Arpels boutique on Place Vendome). Patrick Jouin manages to modernise spaces while preserving their identity. He attaches particular importance to light, which he regards as essential and which he uses to magnify the areas he works with.

In his object design work, Patrick Jouin does not spurn the use of sophisticated technologies to create new forms (Solid chairs and stool, OneShot stool). In this regard, he has stated "Technology allows us to manufacture what seemed impossible yesterday. This changes a great many things for designers." He still favours an eclectic approach with a poetic flavour (Ether lamp) and a playful touch (Tarti'Nutella spoon).

Creations by Patrick Jouin can be seen in the collections of the MoMA, the Pompidou Centre...

G.H.MUMM, creator of excellence



Since 1827, the House of G.H.MUMM has always been built around the strong values that still define its identity. The history of the firm has been written as a human adventure driven by the passion of the men who built it. The company's founders, like Georges Hermann Mumm, have always passed down a real taste for excellence that has over the decades added a spice of daring. The House always seeks to continue this quest for excellence, started by its peers. "Only the Best" as Georges Hermann Mumm liked to repeat.

A bucket named Georges in honour of the creator of the Cordon Rouge, a true icon of the House.

With almost two centuries of heritage behind it, the House of G.H. MUMM has always tried to respect the motto of Georges Hermann Mumm: "Only the Best". As if to better underscore the quality of the G.H.MUMM champagne, it was he, as a bold visionary with a real sense of marketing before even the word was invented, who in 1875 had the idea of dressing each of his precious bottles of Cordon Rouge, the visual strength of which has been ever since been the House's hallmark and symbol of excellence.

As Patrick Jouin has a tradition of giving a name to all his creations, it seemed an obvious choice to dedicate this first creation to "Georges", a tribute to the founding father.

Patrick Jouin has offered G.H.MUMM, first and foremost, a practical set of service equipment. The special Cordon filler and handle have been carefully designed to address the daily constraints of restaurants and bars. The famous Cordon Rouge, the icon of the brand, has been reinterpreted to serve both as the handle of the bucket and to provide the ergonomics with a bold and elegant style.

The Georges bucket expresses the level of prestige of the brand and its personality.



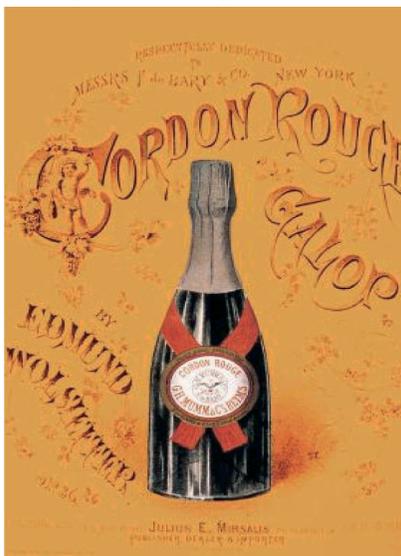
- *Georges Hermann MUMM: the visionary behind the Esprit Maison, excellence at all costs*

In 1852, he took over the destiny of the firm G.H. MUMM and Cie. An open-minded man and an advocate of social progress, he established virtue prizes and misfortune bonuses to reward deserving workers who carried on despite their age or infirmity. Georges Hermann MUMM was also a tireless traveller who pushed back boundaries to distribute his champagne. A discoverer of new markets, married to a Russian woman, born in Germany but living in France, Georges Hermann MUMM travelled the world from Europe to Oceania, infusing the House with the spirit of openness to the world that still characterises it today. He had to undergo endless stagecoach journeys on pot-holed roads, storms on boats and occasions when the cold simply destroyed the vintage, not to mention the incessant customs controls.

While at the outset of the House of G.H. MUMM, the founding fathers and their successors showed audacity, not hesitating to venture into the most distant regions, it was in the early twentieth century that these values became, under the leadership of Georges Hermann MUMM, the cornerstone of the Esprit Maison, actively taking part in the great human adventures of the time.

- *Long before anybody else, marketing and packaging made their appearance at G.H.MUMM with Cordon Rouge*

A unique case in the annals of marketing in Champagne, for thirteen decades, defying modes and reaching out across generations, the Mumm Cordon Rouge dressing has remained unchanged and has the symbol of the world. It was in 1875, the creation of the G.H.Mumm, that the Jourdan, the Mumm brilliant idea : bottles with the he said to George Mumm, "you will sell So to please a customers in the neighbouring from 1876 some adorned with a real encircling the neck by a cross bearing an oval label with the words "Cordon Rouge". On 16 November 1876, the label and name were registered at the Commercial Court of Reims. The ribbon was quickly abandoned and replaced by a label.



remained virtually over time become House across the sixty-six years after House of father of Welby agent in Paris, had a "Decorate your Legion of Honour," Hermann Von them much better!" number of good mainland and countries, as a test, bottles were red silk ribbon and the ends sealed

Cordon Rouge therefore means simply "champagne". The Cordon Rouge is not only a unique selling tool, the emblem of our House or the thread that runs through our whole range, it will always reflect our know-how and the spirit of our company, a seal of guarantee stamped by the House to ensure the quality of its products.



G.H.Mumm & Cie
29,rue du champ de Mars
B.P.2712
51053 REIMS Cedex
www.mumm.com
Tel : (33) 03.26.49.59.69