

FEATURE

LABELS OF LOVE

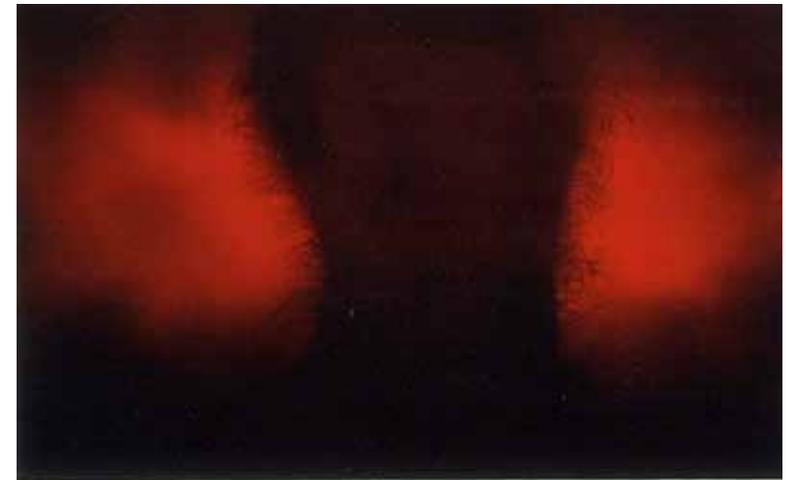
From Picasso to
Kapoor, the artists
who have given their
talents to great wine

By Laura Ivill



Where can you expect to see a collection of work from the greatest artists of the 20th century, commissioned entirely by one company to illustrate its product? Since 1945 Château Mouton Rothschild, producer of the Bordeaux first growth, has been asking the foremost artists of the day to illustrate its labels for each vintage. Among those happy to oblige in return for payment in kind have been Georges Braque, Joan Miró, Marc Chagall, Pablo Picasso, Andy Warhol, Keith Haring, Francis Bacon, Lucian Freud and Anish Kapoor, with even Prince Charles contributing a watercolour for the 2004 vintage. The most recent, the 2010, features a fresco from Pompeii adapted by Jeff Koons, one of the world's most expensive living artists.

COVER: JEFF KOONS'S 2010 AND KEITH HARING'S 1988 LABELS FOR CHATEAU MOUTON ROTHSCHILD. RIGHT: ANISH KAPOOR'S DESIGN FOR THE 2009 VINTAGE



Gravure inédite de

Anish Kapoor



2009

*toute la récolte a été mise
en bouteilles au Château*

Philippe de Rothschild

*Château
Mouton Rothschild.*

13 % Vol.

PAUILLAC

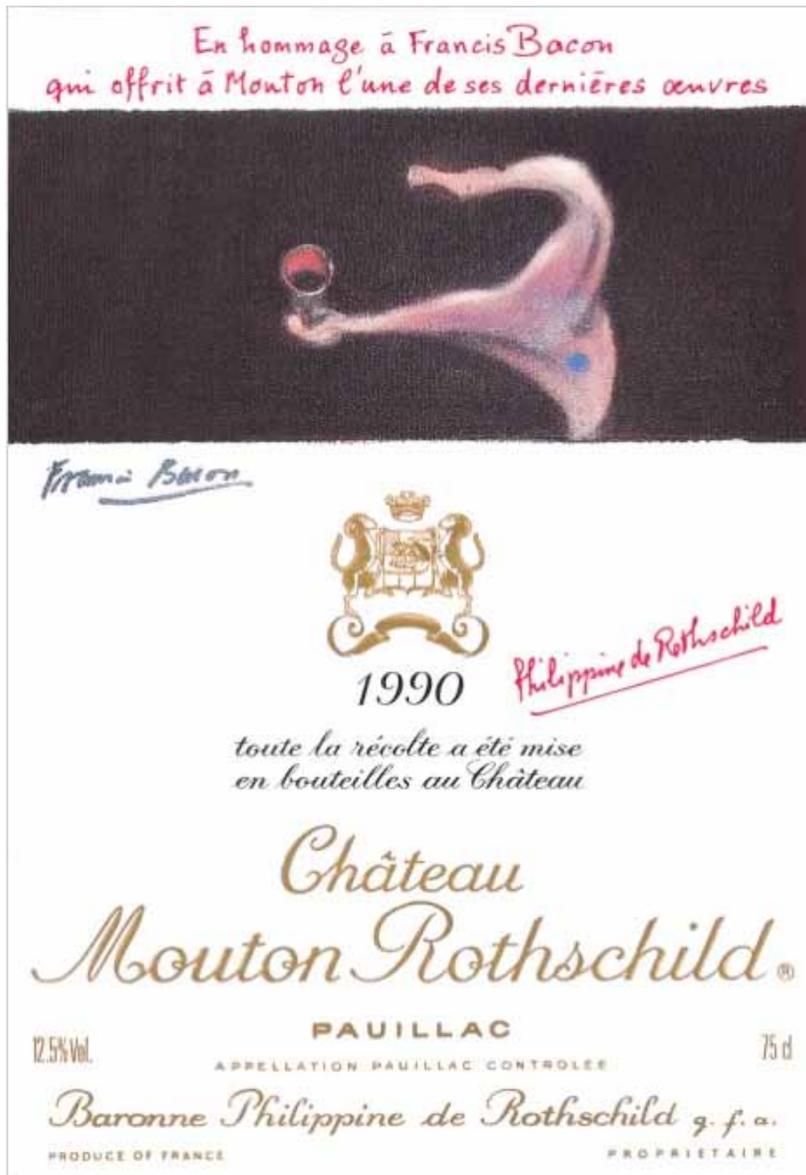
APPELLATION PAUILLAC CONTRÔLÉE

75 cl.

Baronne Philippine de Rothschild g. f. a.

PRODUCE OF FRANCE

PROPRIÉTAIRE



Historically châteaux sold their wine in casks to merchants who controlled bottling and marketing. In 1924, Baron Philippe de Rothschild commissioned a label from the poster designer Jean Carlu, to celebrate the Château's revolutionary move towards bottling its own wine. From then on, labels came to be associated with an indication quality.

The Carlu art label was a one-off until 1945, when the Baron celebrated the end of the war by commissioning a 'V for Victory' label by Philippe Jullian. When the Baron died in 1988 his only child, Baroness Philippine, continued the tradition, allowing painters a free reign on their creations.

This summer the winery opened a new vat room created by architects Bernard Mazières with designer Richard Peduzzi, including a new gallery to house all the original artworks together for the first time.

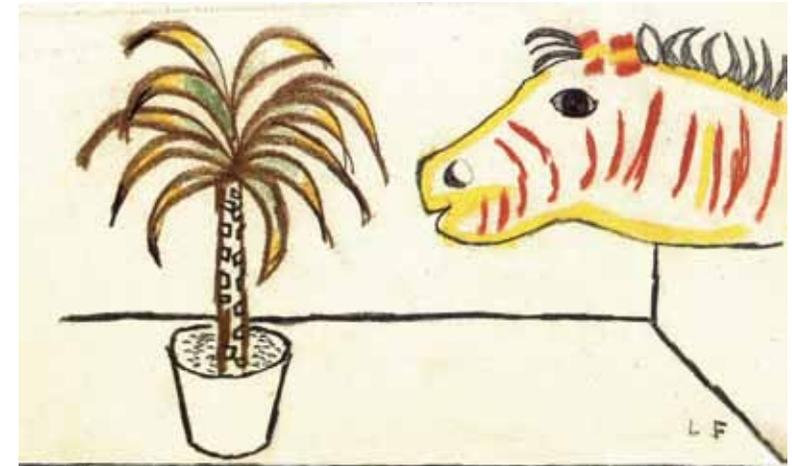
The tradition has proved a canny marketing ploy for the

LEFT: FRANCIS BACON'S LABEL FOR THE 1990 VINTAGE



château. With the rise in Chinese interest in fine wine in recent years, when the Baroness was rumoured – accurately – to favour the Chinese artist Xu Lei for the 2008 vintage, prices rose from the opening £1,800 per case to £2,200. A lucky No8 on a red wine – how could the Chinese resist?

ABOVE: LUCIAN FREUD AND, RIGHT, HIS 2006 LABEL



Dessin inédit de

Lucian Freud



2006

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