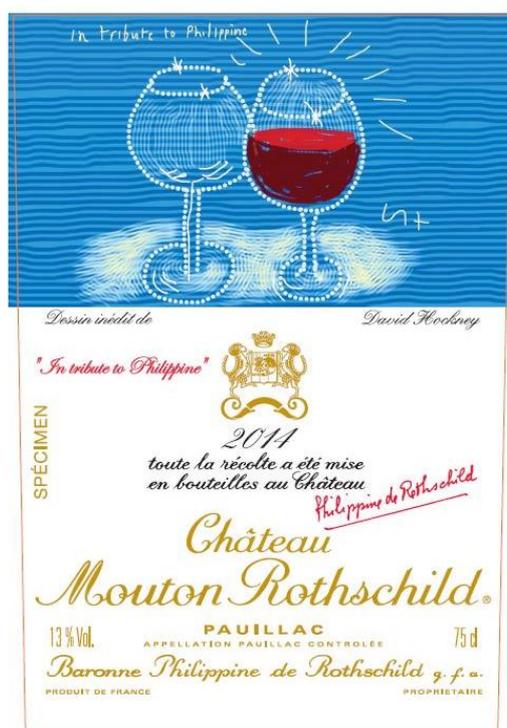




Château Mouton Rothschild

DAVID HOCKNEY ILLUSTRATES THE LABEL OF CHATEAU MOUTON ROTHSCHILD 2014



Every year since 1945, a great artist has illustrated the label of Château Mouton Rothschild. Thus, the most famous names in contemporary art are brought together in a collection to which a new work is added each year.

The commission for the illustration of the 2014 vintage was given to the English painter David Hockney, born in 1937. Influenced by Pop Art and a master of the most up-to-date techniques, from acrylics to the iPad, he nevertheless falls within the figurative tradition, especially portraiture, painting people and objects in bright, contrasting colours.

David Hockney was a personal friend of Baroness Philippine de Rothschild, who died in 2014 and to whom his drawing pays tribute. Haloed by vibrant lines of force, signifying both emotion and wonder, two glasses, one empty, the other full, tell the story of feverish expectation and the constantly renewed miracle of the birth of a great wine: Château Mouton Rothschild, of which Baroness Philippine was for so long the guiding spirit.

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November 2016



Château Mouton Rothschild

DAVID HOCKNEY

Born in 1937, David Hockney is one of the greatest British artists of our time, having quickly secured his place in the painters' pantheon. After graduating from the Royal College of Art in London with a gold medal in 1962, he immediately embarked on a successful career. The following year he met Dennis Hopper and Andy Warhol in the United States, where he discovered Pop Art, and went on to teach at the University of California in Berkeley and Los Angeles. He settled in Los Angeles, a haven of sunshine and freedom, in 1966.

He consistently draws inspiration for his painting from his immediate surroundings, in landscapes, still-lives and portraits of friends, and has embraced a wide range of techniques over the years, from acrylics and Polaroid photographs to the iPad. He became famous for his paintings of Californian swimming pools in which the human presence, explicit or suggested, is redolent with an atmosphere of ambiguous sensuality. In his portraits, a genre in which he has always excelled, the faces, painted without concession, combine the classical precision of Ingres with the flamboyant colours of Van Gogh.

His most recent exhibition at the Royal Academy in London, *82 Portraits and 1 Still-Life*, recently came to a triumphant close. A retrospective in 2017, to be shown in London, Paris (the Centre Pompidou) and New York, will highlight the strength of image, precision of line and modernity of media deployed by a virtuoso artist who defies conventional labels.

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« MOUTON NE CHANGE »

A Bordeaux First Growth, Château Mouton Rothschild comprises 84 hectares (207 acres) of vines at Pauillac in the Médoc, planted with the classic varieties of the region: Cabernet Sauvignon (80%), Merlot (16%), Cabernet Franc (3%) and Petit Verdot (1%).

The estate benefits from exceptionally favourable natural conditions, in the quality of the soil, the position of its vines and their exposure to the sun. Combining a respect for tradition with the latest technology, it receives meticulous attention from grape to bottle from highly skilled winemakers and vinegrowers responsible for each parcel of the estate. The grapes are harvested by hand in small open crates, sorted on vibrating tables and vinified in oak vats with transparent staves, after which the wine is matured in new oak casks.

Brought to the pinnacle by two exceptional people, Baron Philippe de Rothschild (1902-1988) then his daughter Baroness Philippine (1933-2014), Mouton Rothschild is also a place of art and beauty, famous for the spectacular vista of its Great Barrel Hall, the Museum of Wine in Art and its collection of precious objects associated with the vine and wine from two millennia, and the magnificent new vat house, inaugurated in 2013.

Mouton Rothschild now belongs to Baroness Philippine's three children, Camille Sereys de Rothschild, Philippe Sereys de Rothschild, Chairman of the Supervisory Board of the family company, Baron Philippe de Rothschild SA, which manages the Château, and Julien de Beaumarchais de Rothschild. United in their commitment to their grandfather's and mother's work, all three are determined to perpetuate the celebrated First Growth's motto, "Mouton ne change" (I, Mouton, do not change), even in the midst of transformation!

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PAINTINGS FOR THE LABELS

Every year since 1945, the Château Mouton Rothschild label has been illustrated with an original artwork by a great contemporary painter.

In 1924, to salute his first vintage bottled entirely at the château, Baron Philippe de Rothschild (1902-1988), father of Baroness Philippine (1933-2014), asked the famous poster designer Jean Carlu to create the Mouton label. Ahead of its time, it remained an isolated initiative.

In 1945, this time to celebrate the return of peace, Baron Philippe decided to crown the label for the vintage with the "V" for Victory, drawn by the young painter Philippe Jullian. This exceptional circumstance marked the start of a tradition and, every year since 1946, a different artist has been invited to create an original artwork for the label.

Initially, Baron Philippe chose painters from amongst his friends, such as Jean Hugo, Léonor Fini and Jean Cocteau. In 1955, Georges Braque agreed to illustrate the vintage; he was followed by the greatest artists of our time, including Dali, César, Miró, Chagall, Picasso, Warhol, Soulages, Bacon, Balthus, Tàpies and Jeff Koons, forming a fascinating collection to which a new work is added each year.

Mouton's owners, now Camille and Philippe Sereys de Rothschild and Julien de Beaumarchais de Rothschild, have always been responsible for choosing the artists, respecting their artistic freedom, though many of them have been attracted by themes such as the vine, the pleasure of drinking or the ram, the Mouton emblem. The artists receive no fee for their work but are given cases of Mouton Rothschild, including of course "their" vintage.

In 1981, on Baroness Philippine's initiative, the collection gave rise to a travelling exhibition, "Mouton Rothschild, Paintings for the Labels", shown in many museums around the world. It is now on permanent display at Mouton in the superb space created for it by Baroness Philippine in 2013, between the new vat house and the famous Museum of Wine in Art.

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THE 2014 VINTAGE

Climatic conditions and harvest

2014 will be remembered as a year of contrasts.

Spring arrived in due course after a typical Bordeaux winter, though April was much sunnier and drier than the average, encouraging early bud break, especially for the Merlot.

A wet and cool May was followed by a spell of bright and sunny weather, despite some highly localised heavy rainfall, mainly due to storms on 22 and 23 June.

The weather in summer was very changeable. July was generally fine and slightly warmer than the average, whereas August was quite a lot cooler and much less sunny, though drier, than normal.

With the end of August came one of the longest and most exceptional Indian summers in winegrowing memory, bringing a succession of hot, sunny and dry days which lasted until the end of October. This extraordinary late season enabled the grapes to reach perfect maturity, retaining all the fruit flavours and favouring phenolic compounds...

The harvest took place in ideal conditions, leaving plenty of time to pick the grapes at optimum maturity.

Harvest from 19 September to 9 October

Varietal mix
81% Cabernet Sauvignon
16% Merlot
3% Cabernet Franc

Tasting notes

The colour is a deep red with a purplish tint, while the refined and distinguished nose reveals very mature fruit aromas pleasantly mingled with subtle spice and vanilla notes.

The velvety attack fills the mouth with a mature and smooth body on silky, firm tannins which enfold a satin texture with a hint of minerality, leading into a very long finish which displays a harmonious combination of complexity, opulence and freshness.

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