

COOLNOMICS SCORE 0001

Damien Hirst x Dom Pérignon

BREAKING DOWN THE COOL AND THE MONEY

How would you score it?

A COOLNOMICS READ

The Nature of Cool

*“To be cool is to breach the frontier
of tradition or consciousness.”*

DR JOEL DINERSTEIN, AMERICAN COOL: A THEORY OF COOL

THE COOLNOMICS DEFINITION

Cool is the expression of the Zeitgeist
at its most distinct, most relevant,
most potent, most true of its time,
for the people it moves.

Cool moves money, and money moves cool.
Hegel saw consciousness shaping the material world.
Marx saw it the other way round.

My research reads both directions at once.

WHERE MONEY COMES IN

The Coolnomics Score

Coolnomics is an economic theory of how cultural resonance converts into commercial value.

The question it asks:
what is the coolest version of this idea
that also makes the most money?

The Score reads any idea on five principles.
They emerged from my case record
of 250 ideas across human history.

Cool is Relevance, Emotion and Trust.
Nomics is Money and Ethics.

Robyn Wilson

AUTHOR OF ECONOMIC THEORY, COOLNOMICS

THE SCORE

How I Score

Relevance

NOW · LINEAGE · ALWAYS

Emotion

FELT · NEURO · AESTHETICS

Trust

UTILITY · PROOF · ORIGINALITY

Money

MODEL · SCALE · RESILIENCE

EthicsHUMAN · EARTH · INFLUENCE

Three questions under each principle.

☒ Two or three yeses: the principle is a Yes

☐ One or none: No

4 yeses out of 5 is Coolnomics.

STEP 1 · THE IDEA

Damien Hirst x Dom Pérignon



IMAGE: DOM PÉRIGNON

A limited-edition pair, Vintage 2018 and Rosé Vintage 2010, with the Maison's shield redesigned in Hirst's Kaleidoscope series.

*Why Hirst: the house blends grapes into one vintage.
Hirst assembles found objects into one work.
Assemblage is the link between the two.*

STEP 2 · COOL

Relevance

Is it Coolnomics?



NOW

NO

The why-now isn't told yet.
Why Hirst, why 2026?

LINEAGE

YES

Dom Pérignon's artist editions run
from Koons to Lagerfeld to Gaga.

ALWAYS

NO

Assemblage is the link between the house
and the artist. I'd want it to carry more.

STEP 2 · COOL

Emotion

Is it Coolnomics?



FELT**YES**

Hirst carries a charge few living artists do.

NEURO**YES**

The brain is drawn to symmetry,
the same order it reads in our own faces and bodies.
Radial pattern and saturated colour stop the scroll.

AESTHETICS**YES**

The shield stays readable
and the bottles look beautiful.

STEP 2 · COOL

Trust

Is it Coolnomics?



UTILITY

YES

It promises an exceptional drinking experience, and delivers it.

PROOF

YES

Blending is a craft of judgement, the same as making a work. The house's artist editions have long made that case.

ORIGINALITY

NO

Kaleidoscope is an existing series, not a new work made for this edition.

STEP 2 · NOMICS

Money

Is it Coolnomics?



MODEL**YES**

The same vintage in a collectible label,
at a premium.

SCALE**YES**

Two of the most bankable names in luxury and art.
It will sell out.

RESILIENCE**NO**

Hirst's auction market has been volatile
since its 2008 peak.

SOURCE: ARTPRICE

STEP 2 · NOMICS

Ethics

Is it Coolnomics?



HUMAN

YES

Made for people's biggest celebrations.

EARTH

NO

The original Kaleidoscope works
were made with real butterfly wings.

INFLUENCE

NO

Hirst's use of animals has drawn protest
from welfare groups.
The edition is a chance to speak to that.

SOURCE: ARTFORUM

MY READ · THE VERDICT

Is it Coolnomics?

Not Yet Coolnomics

● ● ● ○ ○ 3 OF 5 · COOLNOMICS NEEDS 4

Relevance	☐	NO
Emotion	☒	YES
Trust	☒	YES
Money	☒	YES
Ethics	☐	NO

STRONG ON

Emotion, trust
and money.

OPEN QUESTIONS

Relevance
and ethics.

STEP 3 · WHAT WOULD MOVE IT

The Cooler Version

An idea: Kaleidoscope 2026.

The series began with real butterfly wings.

Hirst could have made the ethical wing:
the same symmetry and colour,
cast in light through glass, with no life taken.

Dom Pérignon is opened at life's turning points.
The butterfly is a turning point, made visible.

The butterfly. The moment. The artist.
Three transformations in one bottle.

LIFTS RELEVANCE, TRUST AND ETHICS

*That's what I see. Would you score it the same?
Tell me where you land.*

REFERENCES

COLLABORATION

@culturiety_ on the Dom Pérignon
x Damien Hirst 2026 edition

AUCTION INDEX

Artprice, The Contemporary Art Market 2014/2015

ANIMAL WELFARE

Artforum, protests at Hirst's Venice exhibition, 2017

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