

## **Veuve Clicquot spotlights women behind Solaire Culture**

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LVMH-owned Champagne maker Veuve Clicquot is offering a deeper look behind global artists' illustrations of the brand's foundation, Madame Clicquot.

In new short films, the Champagne maker provides intimate views of artists hard at work, as well as their subsequent reflections, for the Solaire Culture exhibition, which recently opened in Japan. The videos brilliantly convey how the different artists brought their disparate skills to produce unique works of art, all sharing the same goal of representing the Veuve Clicquot heritage.

"This exhibition is an unprecedented event for Veuve Clicquot and the symbol of our capacity to dream big and constantly innovate," said Jean-Marc Gallot, president and CEO of Veuve Clicquot, in a statement.

"Now in the United States, a key market for the house, this exhibition comes to Los Angeles, a sunshine filled city where art, design, and style thrive, and will highlight the House's know-how, typical of Champagne winemakers, the life of Madame Clicquot, our iconic yellow label and the many works produced for Veuve Clicquot in the 20th century by artists such as Yayoi Kusama."

### **Channeling Madame Clicquot**

The exhibition, crafted by French curator Camille Morineau and designer Constance Guisset, is an immersive experience, inviting consumers to take in both the history and ethos of Veuve Clicquot.

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As an ode to the Champagne maker's female leader, Madame Clicquot, the exhibition holds a palpable feminine feel and spotlights 10 female artists. The artists include Ms. Kusama, Moyoco Anno, Inès Longevial, Tacita Dean, Cece Philips, Rosie McGuinness, Pénélope Bagieu, Olimpia Zagnoli, Sheila Hicks and Monique Frydman.

As observed in the newly released films, the passion these artists hold for their work is palpable.

One film follows Ms. Longevial, opening with her intently painting a mural. She discusses her childhood love for painting as she meticulously creates an awe-inspiring imaginary portrait of Madame Clicquot for the exhibit.

The finished product emanates an intensity, juxtaposing mystery — something often connected to Madame Clicquot — with the jubilant color of yellow, a brand staple.

Illustrator Ms. Zagnoli's vignette opens with her manipulating art at her computer and then explaining the inspiration behind the piece she produced for Solaire Culture. Spliced with shots of her colorful workspace, the artist explains how her piece, Riddling Table, is a symbol of Madame Clicquot's ability to not only acclimate but to constantly evolve.

Figurative painter Ms. Philips' vignette takes place in her studio in London. Wearing a yellow jumpsuit — the Veuve touches are omnipresent — with various paint splatters, she discusses how she typically paints figures, mainly women.



The self-taught Ms. Philips ruminates on how Madame Clicquot's struggles inspired her in creating work that portrayed the iconic Champagne maker. She describes how she used blue and yellow, among other colors, to convey disparate feelings — highs and lows, as any human, including Madame Clicquot, is expected to endure.

Additional vignettes follow Ms. Bagieu, Ms. Guisset and Ms. Morineau.

Although the artists and curators come from disparate backgrounds, each vignette conveys the immense responsibility and passion they exhibited in crafting work that reflects Madame Clicquot's legacy. The Champagne maker's work, excellence and ability to rise above adversity have clearly left a mark on these artists, as they have chosen to make a mark on the exhibition.

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## **Raising a glass**

Veuve Clicquot is clearly dedicated to honoring the impressive efforts of Madame Clicquot. It also believes in magnifying established brand staples, like the color yellow, which channels Madame Clicquot's optimism and a promising future.

In April, Veuve Clicquot basked in the sun of success with a new campaign celebrating 250 years of the house.

The "Good Day Sunshine" campaign commemorates decades of house ethos built on cheerful confidence and highlights Veuve Clicquot's Solaire approach, which urges consumers to seize the day. Veuve Clicquot tapped musician Charlotte Cardin to reinterpret the popular song, which inspired the campaign name, for the upbeat film (see story).

Veuve Clicquot's ethos is also largely connected to fostering the future of female leaders.

Last year, Veuve Clicquot announced the three women honored by its 2021 Bold Woman and Bold Future Award.

An international program recognizing the innovative and courageous contributions of female entrepreneurs, the Veuve Clicquot Bold Woman Award aims to recognize women who have distinguished themselves in building, taking on or developing a business. Women across industry sectors including technology, wellness, social services and law led the list of finalists for the awards (see story).

"We are very proud to announce an exhibition curated entirely by women, led by Camille Morineau and Constance Guisset, and solely featuring internationally renowned women artists," said Carole Bildé, chief marketing communications officer of Veuve Clicquot, in a statement.

"Madame Clicquot showed us the way; guided by her, the House is committed to supporting bold and creative women who forge a path for generations to come."