

FOOD AND BEVERAGE

Louis XIII makes music to convey deceptively simple spirit

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Louis XIII's "One Note Prelude" makes use of mechanical arms. Image courtesy of Louis XIII

By SARAH JONES

Rmy Martin's Louis XIII is communicating the complexity and impact of a single drop of its cognac through a composition that centers on a sole musical note.

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Louis XIII worked with jazz composer Yaron Herman to create "One Note Prelude," a piece centered on the G-sharp pitch created by the sound of two cognac glasses clinking. This original score follows the house's other musical and cultural partnerships that sought to convey its craftsmanship in a creative manner.

"Sound is part of the perfect tasting ritual for Louis XIII cognac," said Ludovic du Plessis, global director of **Louis XIII**. "Louis XIII is a multi-sensory experience that encompasses aroma, flavor, texture and sound."

"The Louis XIII cognac glasses, designed by French designer Christophe Pillet, were created to complement the tasting ritual," he said. "When two of these glasses are clinked, they produce a perfect, extended G-sharp note."

"For this reason, we wanted to play with this G-sharp note to explore the complexity and long-lasting that can be discovered in a single note, just like a drop of Louis XIII."

The sound of taste

A single drop of Louis XIII can last on a person's palate for an hour after the tasting. The original piece is designed to reflect this sustained experience, during which the notes in the cognac evolve and reveal themselves.

Mr. Herman's composition centers on two unexpected musicians. Two robot arms were programmed to clink a pair of glasses together at a precise angle and speed to create a G-sharp.

Building on this pitch, the piece is orchestrated with a piano and string instruments.

The composer opens the composition at the piano, as he holds out a sustained G-sharp. A string quartet joins in.

While the piece at first resembles the sound of an orchestra tuning, it quickly picks up pace with the addition of syncopated and varied rhythms.

At the front of the ensemble sit two robotic arms, which move a pair of glasses filled partway with cognac. Waiting for their moment, the arms swirl the spirit around in the glasses.

Louis XIII's One Note Prelude

Finally, as the musicians play their final notes, the glasses come together, creating the resonant pitch that inspired the piece.

"Yaron described it like cooking with a single ingredient," Mr. du Plessis said. "Somehow, he had to give that note meaning...Yaron found it fascinating that one note can unfurl and carry on, revealing itself in different ways.

"This is a familiar concept for Louis XIII, as the complex flavors from just one drop of our cognac also evolve over time, developing on the palate for up to one hour after the first sip," he said. "He performed the symphony on the piano, accompanied by a string quartet and a pair of choreographed robotic arms.

"The piano and the four string instruments play G-sharp at different octaves and timbres, using contrasting rhythms, each bringing texture, structure and harmony to the composition."

Giving consumers a firsthand seat to the "concert," Louis XIII will be taking the robotic arms on tour next year. They will be displayed in the brand's boutiques in April before going around the world.

Cognac within culture

Louis XIII de Rmy Martin previously looked towards the future with a musical composition that will not be heard for a century.

The cognac maker's "100 Years The Song We'll Only Hear If We Care" project tapped musician Pharrell Williams to write a piece that will be released in 2117. The stunt aims to bring attention to climate change, with the recording's premiere dependent on collective efforts to slow global warming ([see story](#)).

In addition to its song that will be released in the future, Louis XIII also produced a campaign film that is #NotComingSoon.

Fittingly titled "100 Years – The Movie You Will Never See," Louis XIII's concept is taken from the strategy found across sectors that promotes the craftsmanship behind the wares produced by luxury houses. For Louis XIII, the film, which tells the story of its cognac, will not be fully released until the year 2115, or four generations in the future, the same time it takes to create the spirit ([see story](#)).

This latest cultural alliance focuses more on the present.

"The musical project enhances the human intuition to get the right sound," Mr. du Plessis said. "Yaron is a renowned composer and has an innovative approach to creating music, blurring the boundaries between jazz, pop and classical music and bringing a powerful energy to his compositions.

"His eclectic style was the perfect fit for Louis XIII, as we also use many different elements, drawn from different moments in time, to produce a perfect composition every time," he said.