

FOOD AND BEVERAGE

## Krug fosters sensory connections between music, Champagne with new project

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*Beginning this month, Krug is putting on three "Seeing Sound, Hearing Krug" global events in New York, London and Tokyo. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house **Krug** has tapped Japanese composer Ryuichi Sakamoto in crafting the ultimate musical ode to its heritage.

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Mr. Sakamoto is a celebrated musician and a fan of the Champagne house, making him the ideal choice for the task. The composer and Krug have worked for more than a year in designing the ultimate immersive experience for consumers, which honors the Champagne house while eliciting palpable emotion.

Conveying excellence

Mr. Sakamoto is at the top of his craft, having worked on the Academy Award-winning film "The Revenant" and "The Last Emperor." He won the Oscar for Best Original Score for the latter film, and has also won BAFTA awards, Golden Globes and more.

Krug and the composer previously collaborated to craft a unique symphony that illustrates three Krug creations from 2008.



*The planned events are multisensory and immersive, featuring an orchestra comprised of 36 musicians selected by Mr. Sakamoto. Image credit:*

Mr. Sakamoto composed a piece honoring Krug, featuring his musical interpretations of three Krug Champagnes from 2008: Krug Clos du Mesnil 2008, Krug 2008, and Krug Grande Cuvee 164me dition.

Beginning this month, Krug is putting on three "Seeing Sound, Hearing Krug" global events in New York, London and Tokyo.

The events are multisensory and immersive, featuring an orchestra comprised of 36 musicians selected by Mr. Sakamoto.

Krug is also planning a subsequent series of 15 global events where consumers can continue enjoying the symphony experience through 3D music technology by sound partner Devialet.

Consumers can learn more about the projects at [Krug.com](https://www.krug.com).

With efforts old and new, Krug continues to revere the power of music.

Earlier this year, Krug tapped into the power of sound in a new immersive in-person and at-home project taking audiences on a musical journey.

The brand invited Champagne and music lovers alike to partake on a voyage into the creation of the Krug Grande Cuvee 170eme Edition through an immersive "soundsorial" experience at Krug Studios around the world or from the comfort of their homes. Curated by award-winning composer Ozark Henry, the Krug Studio experience takes a deep dive into the development of the Champagne through tastings, pairings and music education ([see story](#)).

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