

FOOD AND BEVERAGE

Veuve Clicquot celebrates 250th anniversary, women artists with ‘Solaire Culture’

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Opened May 12, the continuation of the brand's 250th-anniversary celebration is currently gracing London's iconic Picadilly Circus. Image credit: Veuve Clicquot

By ZACH JAMES

LVMH-owned Champagne maker Veuve Clicquot is shining a light on female artists with the latest Solaire Culture exhibition.

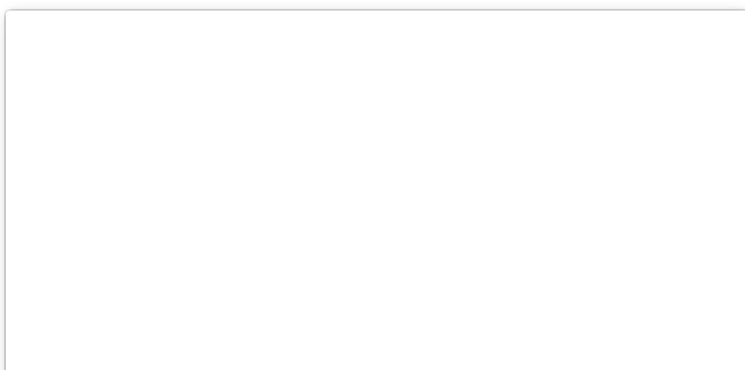
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The latest edition of Solaire Culture puts nine artists that push the power of female entrepreneurship front and center. Opened May 12, the continuation of the brand's 250th-anniversary celebration is currently gracing London's iconic Picadilly Circus.

Massive milestone

The Champagne maker is commemorating its anniversary milestone with a third and final Solaire Culture contemporary art showing of the last twelve months.

The other two displays, held in Tokyo and Los Angeles in the second half of 2022, kicked off the festivities. The event will fittingly take a look back at the company's distinct heritage, which includes being one of the only maisons to be run by a woman, Madame Clicquot, in 1805 no less.



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A post shared by Veuve Clicquot Official (@veuveclicquot)

Madame Clicquot went on to create the brand's first Champagne and invent a process that produced crystal-clear wine.

The yellow liquor label celebrates her pioneering spirit. In April 2023, as part of the year-long anniversary festivities, Veuve Clicquot released the 24th vintage of La Grande Dame, a 90 percent Pinot Noir blend made in tribute to the Madame's preference ([see story](#)).

In London, the event is being held from May 12 to June 6, 2023. It was designed by the internationally recognized scenographer Constance Guisset.

While there, guests can partake in drinks at the orange-hued bar area, take in the gorgeous artwork, appreciate Ms. Guisset's work and grab a bite at the brand's Sunny Side Up Caf.

The menu consists of brunch favorites curated with twists by British TV chef Andi Oliver, a frequent judge on BBC's *Great British Menu*.

Sunny Side Up's offerings include signature dishes such as cola braised short rib burgers topped with crunchy lemon salted pickles and creamy golden turmeric mayonnaise; green shakshuka with saltfish, callaloo and chilis; sweet plantain waffles with fresh mango and coconut butterscotch served on the side; and of course, glasses of Veuve Clicquot Yellow Label.

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London's showing is free to attend, but tickets must be reserved in advance. Tables at the caf must be reserved in advance as well.

Reservations can be made at <https://solaireculture.veuvecliquot.com/en-us/exhibition>

Freedom of expression

The art on display takes many forms, from sculpture to painted portraits and abstract pieces as well as photography and other mediums.



Yayoi Kusama's art on display at the London event. Image credit: Veuve Clicquot

Curated by art historian Camille Morineau, who specializes in giving a platform to forgotten women artists throughout history, the works bring the individual expression of the nine female artists.

Among the visionaries is world-renowned Japanese artist Yayoi Kusama, who displays her signature polka-dot and floral-laden flair at the event with a three-dimensional sculpture displayed as the centerpiece at the event.

Ms. Kusama and the French Champagne cornerstone have worked together several times in the past. Most recently, in 2020, the pairing collaborated on packaging for La Grande Dame 2012, which used her signature motifs ([see story](#)).

Other luxury brands have also worked with Yayoi Kusama. Most recently, Louis Vuitton bought in massively on the artist's style through dotted fashion, accessories and fragrance options, among other products ([see story](#)).