

FOOD AND BEVERAGE

Veuve Clicquot embarks on sunshine-themed photography exhibition

April 5, 2024



The imagery expresses the feelings the photographers get when they think of the sun. Image credit: Veuve Clicquot/Nanna Heitmann

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne maker **Veuve Clicquot** is bringing its “Solaire Culture” optimism to life.

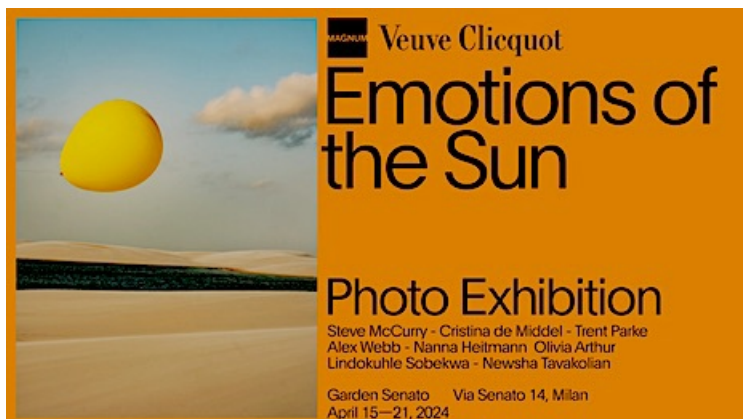
Partnering with **Magnum Photos**, the brand is presenting a sunshine-themed photography exhibition. Featuring 40 images captured by eight artists, “Emotions of the Sun” will tour in eight countries, stopping in Milan for Design Week from April 15 to April 21, 2024.

It was all yellow

Inspired by the famous sunny disposition of Madame Clicquot herself, the new showcase is splashed with shades of gold.

The eight photographers use their craft to convey the emotions that the sun gives them, lending their resulting images to the exhibition. Spanning five continents, the artists’ perspectives vary, however, each centers the power of the celestial body on earth and within the human experience.

From the backlit silhouettes of outdoorsmen taking in mountain lake views to yellow balloons floating over sand dunes to the shadows of people cast upon golden hour haybales, the visuals collectively tell the story of Solaire Culture ([see story](#)) from a photographic lens.



The experience is sensorial, involving photography, food, Champagne and retail. Image credit: Veuve Clicquot

Veuve Clicquot has turned to the world of art before to see the philosophy in a new way ([see story](#)), with nature usually highlighted heavily. Magnum Photos has likewise engaged with luxury, recently working with British department store Selfridges and Italian fashion brand Prada ([see story](#)).

Now, "Emotions of the Sun" will land at the Garden Senato Milano this month in collaboration with independent curator and photographic historian Pauline Vermare. A boutique selling photography books, designer objects, cuves, limited-edition signed prints from the exhibition and the event's poster will be set up on-site.

Additionally, Clicquot Caf will serve up a tasting menu that shares the sunlit theme. Signature dishes will be paired with the maison's wines, crafted by famous chefs from around the world including Jean Imbert of Paris's Plaza Athne, Mory Sacko of MoSuke Paris, Valentina Rizzo of Farmacia dei Sani in Ruffano, Italy and Karime Lopez of Gucci Osteria in Florence.

Seats are limited, so visitors are encouraged to make a [reservation](#) as soon as possible.

Open from 11 a.m. to 9 p.m. daily, "Emotions of the Sun" is free, with entry tickets available [now](#).

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