



ARTER

CHAMPAGNE

Veuve Clicquot





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Veuve Clicquot

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Veuve Cli

PICCADILLY
CIRCUS N1

SOLAIRE
CULTURE

250th ANNIVERSARY EXHIBITION

CHAMPAGNE
Veuve Clicquot

SOLAIRE
CULTURE

250th ANNIVERSARY EXHIBITION

TOBACCO CIGARETTES
CIGARS TABAC VAPES

MOBILE
ACCESSORIES

CHAMPAGNE
SOLAIRE



ARTER

Location: Piccadilly, London

CHAMPAGNE

Veuve Clicquot

In this case study showcasing our collaborative prowess and creative flair, Ficklestix was approached with enthusiasm by our friends at Arter to undertake an ambitious project: the transformation of the historic building 49-63 Regent Street, on the corner of Piccadilly and Regent Street into a vibrant tableau of yellow branding for Solaire Culture, Veuve Clicquot's first-ever touring exhibition, celebrating the house's 250th anniversary.

Tasked with infusing the space with bold art prints and decals on windows, floors, walls and surface graphics of all kinds, our goal was to help encapsulate the essence of Clicquot culture celebrating creativity, optimism and boldness.

From the exterior façade to the interior details, every aspect of the space was meticulously reimagined with surface graphic and prints, expertly installed by Ficklestix to reflect the iconic champagne house's vibrant legacy and its symbolic hue.

It was a pleasure collaborating with Arter on all things graphical and helping to bring this historic space to life!



LA GRANDE DAME

Veuve Clicquot

x

Yayoi Kusama



My Heart That Blooms in
The Darkness of The Night

From all my heart,
the life of flowers
flew away,
My everlasting
affection
for the flowers,
flew off beyond
the universe
to show its vitality,
to gaze at the
extremes of life.

YAYOI KUSAMA



CHAMPAGNE
Clicquot

CHAMPAGNE
Veuve Clicquot

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CHAMPAGNE
Veuve Clicquot

**SOLAIRE
CULTURE**

**FICKLE
STIX**



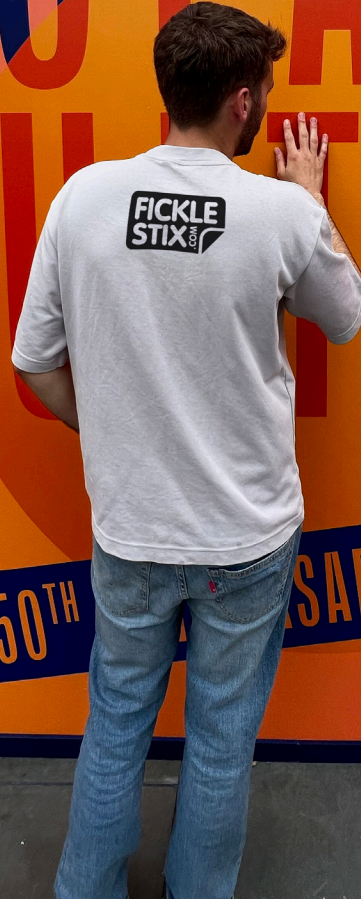
Veuve Clicquot



CHAMPAGNE

Veuve Clicquot

SOLAIR
CULTUR



250TH ANNIVERSARY EXHIBITION



CHAMPAGNE

Veuve Clicquot



LABELLING TIME

Veuve Clicquot is different. And not just in its distinctive champagne style. Creativity is in its DNA and is expressed through the colour, design and, not least, functionality, that typifies the brand's creative world... not to mention a little dose of humour.

But first, where it all began - with Madame Clicquot, who had an almost 21st century grasp of the importance of presentation and branding (a term that originated with the hot-stamping of coats). When the labelling of bottles became *de rigueur*, it was Madame Clicquot who insisted on a simple, clear but elegant label, focusing on the essentials. Her successor, Edouard Werlé, printed the labels in a *solaire* yellow for the dryer style of champagne favoured by the British. Dry had an immediate success, and the yellow colour was officially registered in 1877, and has since become the emblem of Veuve Clicquot today.



CHAMPAGNE

Veuve Clicquot





LA GRANDE DAME

Veuve Clicquot

x

Yayoi Kusama



CHAMPAGNE

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OLAIDE

CHAMPAGNE

Veuve Clicquot

SOLAIRE
CULTURE

250TH ANNIVERSARY EVENT



CHAMPAGNE

veuve Clicquot

“ “ I wanted to pass on my thanks to you and your team for the Veuve Clicquot job at Piccadilly. Fantastic support from concept to completion. ” ”

Project Director
Moët Hennessy

love is love 



DESIGN
PRINT
INSTALL



+44 (0)20 3375 4721
marko@ficklestix.com
www.ficklestix.com