



# A Taste Of The Sparkle

*With a legacy of 30 years, Thienot Bordeaux champagne has established its name in the premium champagne segment. So, for its tasting room, it would necessarily have more than a dash of opulence. Located in the heart of Paris, the Thienot Bordeaux champagne tasting room is panache magnified.*



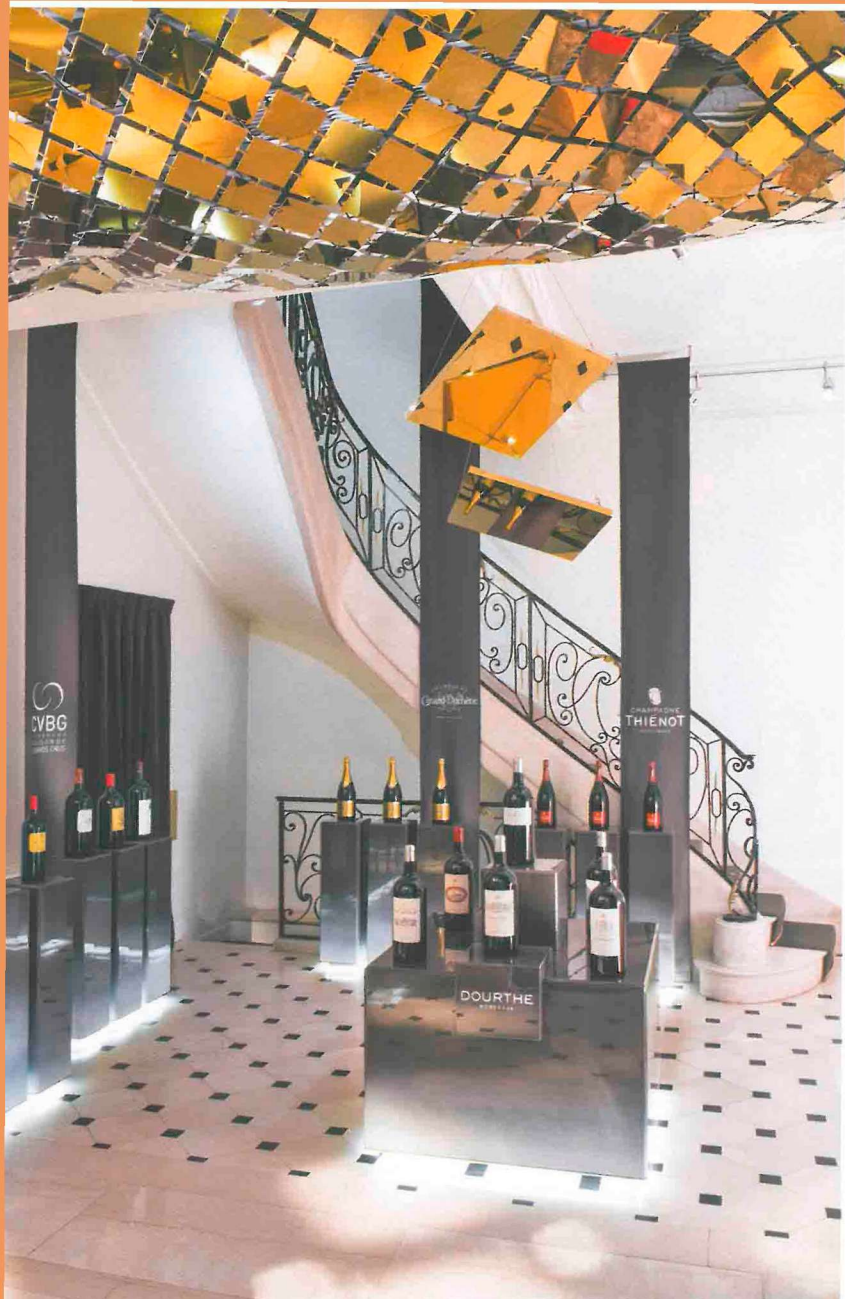
**Y**oung duo Laure Girodroux and Karolina Lubkowski came up with the creative for Thienot's tasting room that simply mesmerises you to indulge. The sparkle of champagne is writ large in the store, justifying the nature of the product while adhering to the values of the brand. With a welcome appeal right at the threshold of this tasting room, the store is an open invitation to well-known restaurant chefs and sommeliers. The interior is indeed designed to suit the tastes of the who's who.

Passing by the Haussmann Boulevard, golden reflections seen on the pavement stop you in your tracks and your attention is drawn to the frontage of the Thienot tasting room. What you will see is a glittering metallic sculpture, an instant eye-catcher that casts its reflections on the pavement. A window display which may not be mandatory for a champagne place, adds an additional welcoming tone. The lights over the champagne display change with the brands that are showcased. The showroom, being a part of a rich architectural building, sets perfectly within the context it is housed in.

Once past the monumental entrance, the customer is greeted into the store. Usually one may not look up at the ceiling in a store. But here an overpowering gesture of gold titanium treated square pieces guides the eye towards the tasting room. It is an obvious signature of the store, a singular element that creates the recall value for the store. This light and floating sculpture hides a great complexity, as Laure Girodroux and Karolina Lubkowski explain: "It took us several weeks of 3D and technical research with the contractor to define how to suspend and create the curves, without seeing the structural effort, and find the perfect material which wouldn't oxidise with time and offer deep golden reflections. We opted for mirror-polished stainless steel treated with gold titanium."

Although not a very huge space, this 100 sq. m. area suffices to present the champagne as precious possessions. To lay weight on this majestic product, the choice of display presentation is on the lines of jewellery displays. The gradient from white to brown lacquering balances the bold statement made





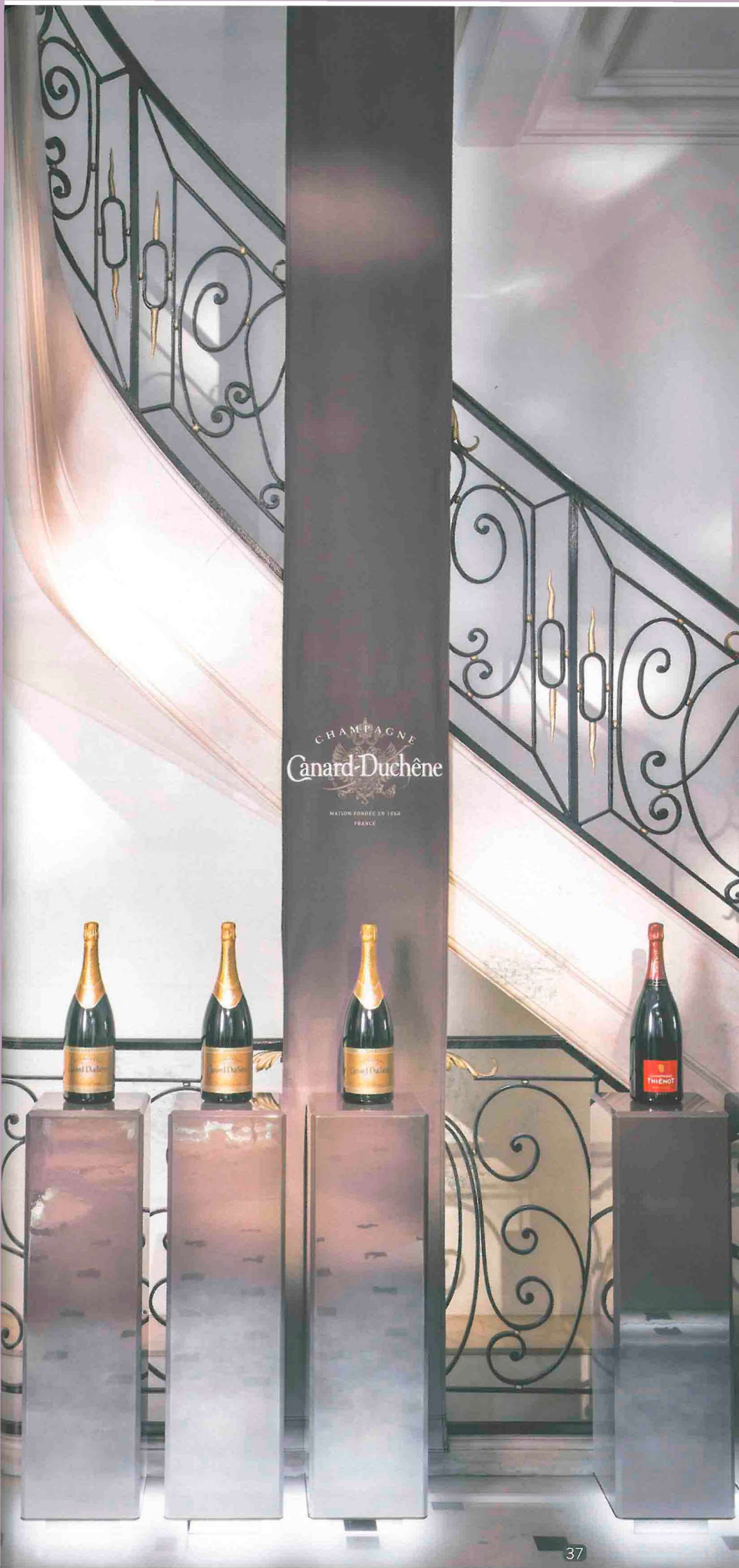
by the installation. Also, since the main idea was to highlight the installation as the key design element, the rest of the store surfaces as a classy low-key design.

To bring out the heritage element of the brand, the patterns and finishes used are seemingly drawn from a vintage era – that may not be seen as antique and rustic. A classic flamboyance runs through the elements making up the space. Old school white marble patterned flooring, a neutral and monochromatic colour palette, the rot iron railings with a non-contemporary pattern are all signs of vintage decency the space observes. Also, the way the staircase moves up reflects the class the store exudes as well as the brand demands. Brand values and status can be seen in such minor gestures and they create the charm of the place. The lacquered panels and natural oak veneer finishes contribute in a big way to rendering the character of the space.

The signature gold titanium finish installation guides the customer to the tasting room. A ship bow shaped white tasting table offers a friendly invite to the customer waiting







CHAMPAGNE  
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for the pure sparkle. A non-formal seating arrangement relaxes the customer assuring him that he can take his time to try it all. The privacy given by the curtains is also an added comfort. Two squares of the gold titanium finish metal hang from the above to establish an element of continuity as the nature of the space is quite different from the way leading to this place.

The depth created in the space and the fusion of opulence with a gesture of informality given by the natural oak wood veneer finish are reminiscent of a vineyard. ●

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**Design Team**

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