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MAGAZINE

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## BORN INTO BUBBLES

We sit down with Vitalie Taittinger, the heiress of Champagne Taittinger and the company's global ambassador and artistic director.

**What comes to mind when you hear a Champagne cork pop?**

It is probably the sound that is the most linked to the beginning of a party, an explosion of joy and emotion. It means that something is about to happen; the atmosphere is full of hope. But when I open a bottle of Champagne, I prefer to take out the cork without a big pop, but just a quiet hiss and a little smoke. It is like a special effect, more subtle and surprising, with real suspense.

**You travel the world as global ambassador for your family's Champagne. What is your favorite city for wine and food?**

It's difficult to choose. Each city gives you something different. When you travel, you learn how people see food and Champagne differently, and in each country, you discover new beautiful pairings to experience. Tokyo has been the most surprising for me. When I was there, I went to various restaurants, tasting foods incredibly unique and different for me, with amazing textures. I enjoyed it very much!

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**How do you use your background in art and design in your role at Taittinger?**

For me, it is really important when you create something like a new box or label, to consider that you will put something new on earth, and it has to be useful or to give something more. If it doesn't do this, it's like a kind of pollution. When I was studying at art school, I realized that art was less interesting to me when done without any intention or inspiration, but just following the appearance of order. I do not want to follow the big law of marketing or the “recipes.” I love to question myself on what Taittinger really is and how I can express it in the simplest way.

**Taittinger has long paired up with the Screen Actors Guild Awards. Do you have a favorite red carpet story?**

Not really. You know, I am terribly shy and always look at it with a certain distance. It's unreal. The actors and actresses are protecting their craft and promoting it. When I take part in the celebration, I see how they come together, happy to meet one another and happy to discuss what they do. I see these actors on screen, and maybe I expect to see each of them as the heroes they played in their last movie. But in the end, you get to see the real Batman without his costume. It's pretty funny.