



Pressemitteilung

Breisach, October 2020

The beat of two creative worlds: "Rhythm" for Geldermann Composition de Swing

It's a special moment when wine culture meets music. But it gets really unique when on top of that the character of an extraordinary cuvée is captured in a song. Geldermann Chef de Cave Marc Gauchey and Belgian band Boogie Belgique inspired each other and created Édition Musique No. 2 – Composition de Swing together. "Rhythm' is a song that gives you a good feeling", says Marc Gauchey. "It has depth and its meaning matches our Composition de Swing perfectly." Geldermann shows in an elegant way that the enjoyment of sparkling wine is not only about taste, but about sound, as well.

A pleasure for all senses

"The cuvée has been traditionally crafted from Chardonnay and Pinot Noir and has matured in its bottle for three years in order for it to completely unfold its extraordinary character", says Marc Gauchey. First, one enjoys the fine bubbles in a glass, then the first sip brings a taste of fresh brioche and pear compote, followed by the aroma of ripe mirabelles and peaches. "This edition is made for special moments, festive occasions and exquisite menus. For example, it matches classic veal, poultry and salmon dishes very well." The song "Rhythm" by Boogie Belgique is in accord with that. "The atmosphere the song creates is happy and festive", says Oswald Cromheeke, producer and founder of Boogie Belgique. "The Édition Musique No. 2 in combination with 'Rhythm' creates a wonderful mood with a touch of nostalgia and finesse."

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ROTKÄPPCHEN-MUMM



The creative connection of tradition and modernity

“Like Marc Gauchey does with his cuvée, we musicians try to create something new and fresh with ingredients that are already there. We respect tradition while developing it further for our kind of art”, Boogie Belgique explains their style and the parallels regarding the creative process of making sparkling wine and music. For “Rhythm”, the Belgians let themselves get inspired by Geldermann as they visited Breisach. “When we visited Geldermann, we all knew immediately what kind of song we wanted to write. We didn’t even have to discuss it. We already had a rough melody of the song, but Geldermann with its taste, style and tradition showed us the right way. That’s exactly what we wanted to reflect in our song”, says Oswald Cromheeke. The main melody has swing elements from a gypsy guitar, a saxophone and a trumpet solo. The voice of Emily Van Overstraeten gives it its depth and underlines its meaning. The result of the cuvée and engaging music working together is an electrifying mélange that interprets the style of the swinging thirties in a completely new way. “Everyone was part of the creative process and in the end, we are all very happy.”

Music enthusiasts interested in getting an impression of Boogie Belgique and “Rhythm” can listen to the song on all common streaming platforms and on www.editionmusique.de. Here, there are lots of additional information and a video that documents the meeting between Boogie Belgique and Marc Gauchey in Breisach and their creative exchange.

Handmade enjoyment in Geldermann blue

Édition Musique – Composition de Swing doesn’t only touch the senses with its taste, also the look and feel of the bottle and packaging are reminiscent of the legendary swing era. The design is kept in elegant dark blue. High-quality gold elements in the Art Deco style, such as a stylized champagne glass, a gramophone and more ornaments typical of this time complete the image. Every single bottle of Édition Musique, which is limited to 6.000, is hand-packed and gets its very own serial number.

The recommended retail price for Édition Musique No. 2 – Composition de Swing is 24,90 Euro. It’s available online at www.geldermann.de, at the Geldermann Boutique in Breisach and in select retail stores.

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Find more information at www.editionmusique.de

About Geldermann:

Ever since 1838, private sparkling winery Geldermann in Breisach on the Rhine has been standing for German sparkling wine culture with French heritage, and up until today maintains the traditional craftsmanship of bottle fermentation. The product portfolio's two main lines are Les Premiers for grocery retail and Les Grands for upscale gastronomy and select specialized retail. Amongst others, these two segments are complemented by Les Spécialités, high-quality cuvées for festive occasions in limited editions or made from special vintages. These also include the Édition Musique as part of a culture project organized by Geldermann in cooperation with different artists. Geldermann has belonged to the premium sector of Rotkäppchen-Mumm Sektkellereien GmbH, located in Freyburg (Unstrut), since 2003.

About Boogie Belgique:

Boogie Belgique brings a nostalgic mélange of trip hop, nu jazz & elektronica. Founded in 2012 by producer Oswald Cromheecke and with five albums, two EP's and over 50 million streams under their belt, Boogie Belgique has since grown into a well known independent artist who is making a significant mark on the European music scene with their audiovisual live shows.

Picture: Geldermann L'Édition Musique No. 2 – Composition de Swing. All rights reserved by Geldermann.



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L'Édition Musique N°2: Interview with Geldermann Chef de Cave Marc Gauchey and Boogie Belgique

Breisach, June 2020

Marc, what do music and sparkling wine have in common?

Music has always had a lot to do with sparkling wine. Sparkling wine also brings forth some music, since you can hear the Perlage, the bubbles in the glass. Both elicit emotions and speak to our senses. Not always at the same time or in the same situation. I think there are many similarities and parallels.

How would you describe the project to someone who has never heard of it?

That's very simple: the common ground is creativity. We look for parallels between sparkling wine and art, music or literature. We get to know each other and learn what the creative process in music is like, for example. On the other hand, how do we do it? What are the steps during such a work in progress? While the steps may be different in some ways, the process is often quite similar. The journey is its own reward because during the creative process we inspire each other, and at the end there's not one, but two wonderful products: a unique cuvée and a unique piece of music which harmonize with each other.

Do you think it's possible at all to translate sparkling wine into music?

I wouldn't call it translating as much as becoming closer to each other. I like to compare it to how the different instruments in an orchestra are tuned in to each other to sound good together. In exactly this way we can make music similar to sparkling wine. I can feel that when I drink the sparkling wine and hear the music at the same time.

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Boogie Belgique, when you as musicians look at the bubbles in a glass of sparkling wine, can you see a rhythm within?

Oswald Cromheecke: Yes, I think the bubbles would surely fit some of our songs' rhythm. When we perform live with Boogie Belgique, abstract pictures are being projected onto the backdrop on stage. These visuals are synchronized with the music and make the feelings one has when listening to it even stronger. Pictures of Perlage would work great in a Boogie Belgique show!

How would you describe your special style of music?

Martijn Van Den Broek: This question is always tricky for us to answer because Boogie Belgique's music is very eclectic. It's not easy to sort into just one genre or style. We do, however, want to have the same nostalgic quality in all of our music. This nostalgia can be found in an electro track that is being played on the dancefloor as well as in a triphop number that people listen to at home.

Marc, what is the inspiration behind your cuvées as Chef de Cave at Geldermann?

First of all, Geldermann's history inspires me. But also the present. The typical Geldermann taste has been developed from our French roots, the long tradition and our history. Every year I compose cuvées from the plethora of our wines which meet exactly this taste, yet every cuvée has its own unique character and style.

And where do you find inspiration for your music?

Oswald: My parents got me in touch with many different kinds of music when I was a child. Swing-Jazz from the 1930s and 40s somehow just stuck with me. Most of all, I've always been a fan of big bands. Duke Ellington & His Orchestra, Count Basie, Sidney Bechet, Benny Goodman and many more. Soundtracks from old movies like „Vertigo“ or the overture from „Jungle Book“ fascinated me, too.

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Swing is a more nostalgic style of music while electro is very young and modern. Does the combination of tradition and modernity appeal to you?

Oswald: Nostalgia in itself has always interested me. Most of the time people can't describe what nostalgia really is. Sometimes they yearn for a time they haven't experienced or that hasn't even existed. When I started producing music, I was always looking for a certain feeling in a song. A special mix of melancholy and joy which is hard to describe. In the beginning, sampling old music was the perfect way to achieve this. If combined with influences from our times you get something completely new. And that's what we want to do with Boogie Belgique.

And do you see any parallels with Geldermann?

Emily Van Overstraeten: Yes, very much so. Marc builds on Geldermann's past and adds new elements and modern tastes. I think it's a great responsibility to create something new and fresh with established ingredients, all the while respecting the history and tradition behind those things.

So there's definitely some common ground, but where do you see differences in the creative process, Marc?

All of us compose a product. The difference, however, is that I have to be creative all by myself while with Boogie Belgique everyone in the group has their own creativity and input they bring to the table. In the end, different opinions and tastes have influenced the finished product. This cooperation of uniting differences into one harmonious song gives the music its quality. I, too, always need a sparring partner I can toss around ideas with.

Where do you as a band see the parallels between yourselves as musicians and Marc?

Cedric Van Overstraeten: Even though we haven't seen each other for long we had a great time with Marc. I think all of us are passionate perfectionists always striving for the best results, while absolutely enjoying the work we do.

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What was it about Geldermann that made you want to compose a song for L'Édition Musique? Does it feel different to create something for Geldermann?

Oswald: We were very happy when we heard that we would get to write a song for Geldermann. It's always special to be able to compose a song due to a certain reason or with a certain background. We were immediately convinced of the idea and the product. Geldermann's just a perfect match for our music.

Further information at www.editionmusique.de and www.geldermann.de

The launch of L'Édition Musique N°2 and the corresponding song is planned for autumn 2020.

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