

AUDEMARS PIGUET

Le Brassus

Audemars Piguet announces Associate Sponsor Partnership with Art Basel



Guests to Art Basel fairs in Hong Kong, Basel and Miami Beach will have the opportunity to discover the world of the masterful Swiss watchmaker alongside works of modern and contemporary art.

Since its foundation in 1875, Audemars Piguet has constantly explored the interface of art and craft. Established and still based in the village of Le Brassus in the Vallée de Joux, Switzerland, the cradle of fine watchmaking, the company remains today in the hands of the founding families. This independence has always enabled Audemars Piguet to follow a singular vision of excellence, creativity and innovation. Each Audemars Piguet timepiece offers a unique conception and execution that makes it a timeless and intensely personal expression of both creative inspiration and mechanical sophistication.

As global Associate Sponsor and “Time of Art Basel”, Audemars Piguet will be present at all the Art Basel shows in Hong Kong, Basel and Miami Beach, as of 2013. The brand will host visitors in the exclusive Art Collectors Lounge where it will feature a specially curated exhibition of timepieces that will immerse visitors into the métiers and the world of its place of origin, Le Brassus. This exhibition follows previous involvements with art fairs around the world, as well as the highly successful Audemars Piguet show “From Avant-garde to Icon”, celebrating the 40th anniversary of the legendary Royal Oak model, held in cities throughout 2012 (such as the Park Avenue Armory, New York, Palais de Tokyo, Paris; Triennale, Milan and UCCA, Beijing). Audemars Piguet is also planning to develop additional special events and activities in collaboration with leading artists throughout the duration of the fair.

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Commenting on the new partnership, Audemars Piguet CEO and Interim François-Henry Bennahmias said, "We are delighted to start this partnership with Art Basel, the world's premier art show for modern and contemporary works. Haute Horology and the Fine Arts have much in common, including a devotion to artistry, excellence and the pursuit of innovation. The story of Audemars Piguet in particular is one in which art and craft intertwine, and where the tradition of the artisan is combined with the vision of the artist. We look forward to forging closer ties with the progressive world of contemporary art and to developing a long-term collaboration with Art Basel".

Art Basel Director Marc Spiegler stated, "We are excited to welcome Audemars Piguet to Art Basel. Audemars Piguet's forward-thinking and innovative attitude perfectly matches the spirit of our show."

About Audemars Piguet

Audemars Piguet is the last fine watchmaking manufacturer still in the hands of its founding families. Since 1875 the company has written some of the finest chapters in the history of Haute Horology, including a number of world firsts. In Le Brassus, in the Vallée de Joux, in the heart of the Swiss Jura, numerous masterpieces are created in limited series embodying a remarkable degree of horological perfection. The Audemars Piguet collections include daring sporty models, classic and traditional timepieces, splendid ladies' jewellery-watches, as well as one-of-a-kind creations.

About Art Basel

Sited in Basel, Hong Kong, and Miami Beach, Art Basel stages the world's premier art shows for Modern and contemporary works. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. In addition to ambitious stands featuring leading galleries from around the globe, each show spotlight the latest developments in the visual arts, offering visitors new ideas, new inspiration and new contacts in the art world.

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