



January 22, 2018 – water springs forth from the Théâtre du Léman, with the help of Louis Moinet

“It’s a story of passion, love for one’s neighbours, and determination. On January 22 last, under the benevolent eye of André Dussollier, Louis Moinet and 123 Action proved that independents can join forces to deliver an outstanding charitable initiative. It’s a date that will stand out in our history – and, I trust, that of tens of thousands of deprived people in Africa.”

Matching a beautiful watch to a beautiful event is not a groundbreaking concept, but the evening of January 22 took the idea to a whole new level. That was the date when a whole host of independent players came together in Geneva to move mountains – and, for the first time, bring forth water.

In a far cry from charity fundraising’s historic auction houses and veteran NGOs, an emerging new organisation in Geneva gathered a crowd of some 350 in the Théâtre du Léman before moving on to the Kempinski. The evening began with an exclusive performance of the play “Novecento”, offered for free by its lead actor André Dussollier. This was followed by a grand gala dinner and an auction, organised by an NGO with a difference: 123 Action, whose mission is to bring water to those in Africa and Asia lacking health treatment, crops, irrigation, and sanitation. After just one short year of existence, 123 Action has already provided pure, treated water on a long-term basis for some 130,000 families in three countries.

Jean-Marie Schaller and Grégory Prenleloup, who, respectively, head up Ateliers Louis Moinet and 123 Action, are bound by a strong friendship. Louis Moinet has made financial contributions to the development of 123 Action since its earliest days, and on January 22, the watchmaker made a further significant contribution to the development of the NGO.

Louis Moinet also created a unique watch for this exceptional charity auction: the Tempograph Water. Its sea-blue dial is evocative of the humanitarian vocation of 123 Action, while its bezel is engraved with a representation of water. The timepiece was sold to a private collector for CHF 30,000.

These funds are earmarked for a highly practical undertaking: drilling six wells in Togo, thus immediately providing drinking water for over 10,000 people. The evening itself was MCed by André Dussollier. The actor has also been a sponsor of 123 Action since its outset – and in a private capacity, wears a Louis Moinet Jules Verne III.

Together, these independent talents and firms have not only given hope to needy African families; they have also helped supply immediate, practical solutions for their everyday struggle to survive. Louis Moinet and 123 Action continue to stand together for this cause; other, similar initiatives will be coming soon.



LOUIS MOINET
1806

About Louis Moinet

*Ateliers Louis Moinet was founded in Saint-Blaise, Neuchâtel, in 2004. The fully-independent firm was established to honour the memory of Louis Moinet (1768-1853): master watchmaker, inventor of the chronograph in 1816 (certified by Guinness World Records™), and pioneer in the use of very high frequencies (216,000 vibrations per hour). Louis Moinet was a watchmaker, scholar, painter, sculptor, and teacher at the School of Fine Arts – as well as the author of *Traité d'Horlogerie*, a watchmaking treatise published in 1848 that remained a definitive work of reference for almost a century. Today, Ateliers Louis Moinet is perpetuating this legacy. The firm's timepieces, produced in limited editions only, have won some of the most coveted honours, including a Red Dot Design Award (Best of the Best category), gold and bronze medals in the Chronometry Competition, a Robb Report "Best of the Best" award, a "Chronograph of the year" distinction from *Begin* magazine, Japan, and a recent UNESCO Award of Merit. Louis Moinet creations often make use of unusual materials, such as fossils and meteorites, combined with bespoke fine watchmaking complications in a unique creative approach. The brand's core values are creativity, exclusivity, art and design.*