



*Press release
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Louis Moinet's singular creation to mark the anniversary of the United Arab Emirates

To celebrate the anniversary of the United Arab Emirates, Ateliers Louis Moinet has gone one better than even a 'bespoke' creation, producing an exclusive set featuring a Unique Piece Tourbillon – together with a similarly one-of-a-kind creation by Reuge.

"We enjoy a very special relationship with the United Arab Emirates, characterised by long-term appreciation based on trust – and the highest standards. We were keen to honour this relationship on the occasion of the 45th anniversary of the Federation by outdoing even our own exacting requirements."

For Jean-Marie Schaller, CEO of Ateliers Louis Moinet, the celebration is an opportunity to offer the Emirates not just a timepiece, but a whole world in which each component part really is absolutely unique. At the centre of the set is a unique piece crafted by Louis Moinet in platinum: the UAE Falcon.

The Falcon will be hand-delivered by the CEO of watch manufacturers Louis Moinet, holder of the Guinness World Records™ certificate for the first Chronograph ever.

A platinum falcon – numbered 01/01

The Arabic word for "falcon" means "purebred bird". Falcons are especially important in UAE culture and history, and fittingly enough one takes pride of place here, occupying a central location in the timepiece, reigning majestically over the tourbillon. In its claws, the falcon grasps the hour and minute hands.

Within the 47 mm case, an exclusive Louis Moinet manual movement beats at a rhythm of 21,600 vibrations per hour, and boasts a three-day power reserve. The very same movement recently won the prestigious Chronometry Competition finals in the Tourbillon category – leaving little doubt that it is the finest tourbillon in the world.

On the dial, the UAE Falcon is emblazoned with the four emblematic colours of the national flag: black, symbolising victory; white, for its neutrality; green, denoting its fertility; and red, standing for national unity.

Reuge and the art of noble wood

The UAE Falcon will take its place atop a masterwork of cabinetry by "Reuge – The Art of Mechanical music", a prestigious international manufacture based in Switzerland, justly famed for its customised solutions in the world of government gifts since 1865.

This legendary designer of handmade music boxes has crafted a table featuring the colours and emblems of the Emirates. Indeed, such a unique watch calls for more than a traditional watch box, more than a house even – it deserves a veritable palace. The hand-made table accommodates the



watch, spare straps, watch tools, and a custom-built Reuge mechanical musical movement featuring 72 individually fine-tuned notes. The table boasts the finest piano lacquer finish – and the outline of the Emirates' borders on the top.

The map of the Emirates is engraved in traditional style on the upper lid. When it is opened, it soon becomes apparent that the legendary number 7 is a natural common denominator:

- the United Arab Emirates brings together seven Emirates
- echoing this, the watch dial features the national colours seven times
- there are seven straps on display – one for each day of the week, and one for each Emirate, with the respective name embossed on it
- and to cap it all, seven cylinders play tunes ranging from the National Anthem to classical melodies. One of the cylinders will be produced to play a melody chosen by the client

What is more, the melodies are all based on the seven-note diatonic scale – extensively used in the world of music since Renaissance times

On the right-hand side of this prestigious mechanical artefact, the timepiece's certificates and warranty lie alongside a pair of Louis Moinet gloves, together with all the tools required to mount and remove the seven different straps supplied, as the wearer sees fit.

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.*