



Two new Good Design Awards for Louis Moinet

"It's an extraordinary achievement for an independent workshop to receive two new Good Design Awards, taking the total number of prizes we've been awarded by this great institution to five. One of the two award-winning timepieces has already sold out – demonstrating the discernment of our most experienced collector clients".

Four, then five! After the first three Good Design awards scooped just over a year ago, Ateliers Louis Moinet are proud to announce that they have won two more prizes in the same international competition.

Since they were first set up some seventy years ago, the Good Design Awards have sought to assess whether a creation's design enriches people's lives. Companies and independent designers usually submit a total of around a thousand applications, from some fifty different countries. From the paper clip to the Boeing 787 Dreamliner, only the most compelling creations are chosen – regardless of cost, utility, or price, making the competition even more difficult.

"To the best of our knowledge, for an independent Swiss watchmaker to be awarded five prizes in the space of two years is absolutely without precedent," explains Ateliers Louis Moinet's CEO Jean-Marie Schaller. *"Not only does this highlight the creativity of our Ateliers, it also emphasises their ability to continue to innovate. A majority of the panel, comprising 14 design-savvy professionals, were of the considered opinion that our Metropolis Magic Blue and Space Mystery pieces both contributed something new to the art of watchmaking – exclusive, creative, unique added value".*

Metropolis is a city watch, with an ethos combining ergonomics with design, and function with style. Breaking free of neoclassical convention, Louis Moinet has adopted a distinctive, contemporary approach unlike anything the Ateliers have ever done before. Its Magic Blue finish, exclusive to Louis Moinet, gives the piece a unique sense of depth and offers a poetic reminder of the immensity of the heavens, the focus of Mr Louis Moinet's own observational astronomy two centuries ago.

Space Mystery, meanwhile, is the world's first "satellite tourbillon", with the cage balanced by means of a planet that rotates around it – just one of several exclusive Louis Moinet features. Space Mystery also includes authentic fragments of a mysterious meteorite from the far-flung regions of space that holds traces of amino acids – possibly one of the first forms of life in the universe. This unique Fine Watchmaking composition is also showcased on a Magic Blue dial.