



LOUIS MOINET
1806

Memoris: Ateliers Louis Moinet invents the first “chronograph watch” in history

In honour of the memory of its illustrious founder – and on the occasion of the tenth anniversary of its rebirth – Ateliers Louis Moinet unveils a visionary creation, positioning the chronograph not simply as a complication – but as a central component of the watch.

“It’s probably the most important launch we’ve ever done” Jean-Marie Schaller, CEO of Louis Moinet, gets straight to the point in presenting Memoris. The timepiece stands at a historic crossroads: the Ateliers’ tenth anniversary, and the bi-centenary of the chronograph invented by Louis Moinet.

As such, it was important for the creation to be markedly different from its forebear, as well as celebrate its heritage. While everything – or almost everything – chronograph-related already seems to have been invented, there was still one step nobody had dared take: no longer seeing the chronograph as a complication, but rather as the primary function of the timepiece. So much for watch chronographs; Memoris is the first chronograph-watch in watchmaking history.

The chronograph as the primary function – and time as the complication

The concept began to come into being almost three years ago now, with Ateliers Louis Moinet starting again from scratch: “We couldn’t draw inspiration from what had gone before; everyone else worked from the premise that the chronograph was an additional complication on top of the time function” explains Jean-Marie Schaller. “Our starting point was the opposite: sweeping away the past and making the chronograph the heart of our design; the central component to which we then added a time function, rather than the other way round”.

In short, Ateliers Louis Moinet did exactly what the eponymous inventor of the chronograph did in his day; taking a completely different approach to watchmaking rather than attempting merely to improve on an existing model. Indeed, that’s how Moinet invented the chronograph and was the first to achieve high frequencies – among his other remarkable lifetime achievements.



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A single guiding principle: forget the past and start from scratch

The starting point may be easy to understand but turning it into mechanical reality required a great deal of effort. Sharing its strategic thinking with Concepto, the movement manufacturer that has worked alongside the brand since its outset, Ateliers Louis Moinet considered the usual set of traditional watchmaking questions, but applied them to the chronograph: what should be highlighted, what techniques should be used, and what should be shown off?

A thorough knowledge of the history of watchmaking led to the first answers. There can be no doubt that any noble chronograph must have a traditional clutch column wheel. What is more, tradition dictates that it should feature a monopusher, the most delicate part of the exercise. And given its central role, it made sense to highlight the chronograph by having it occupy pride of place on the dial.

That left the question of what to leave visible, on display. For Ateliers Louis Moinet, the answer here was quite simply everything: with *Memoris*, the entire chronograph function has been shifted to the dial.

As a result, the timepiece lives up to every possible expectation. Each aspect of the chronograph's action can be admired in its entirety as soon as the pusher is pressed. The column wheel orchestrates the graceful ballet of the mechanism of steel and gears, passing information to the hands. The chronograph reigns in splendid isolation on the dial, leaving the beholder in no doubt that it is neither a skeleton nor an additional component: the all-new movement has been designed for the chronograph alone, and places it centre stage. Ateliers Louis Moinet has opted to place the traditional workings of the automatic mechanism on the back of the movement, beneath the plate.



Memoris Column Wheel

Les Ateliers Louis Moinet SA
Rue du Temple 1 – CH-2072 Saint-Blaise NE – Tel +41 32 753 68 14
presse@louismoinet.com – www.louismoinet.com



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A wholly new approach to the casing

To showcase the chronograph in the style it deserves, Ateliers Louis Moinet has redeveloped practically every decorative item, with a new case, new hands, a new dial, a new oscillating weight, a new folding clasp, and more.

As a bonus, Ateliers Louis Moinet has come up with a wholly exclusive use of synthetic gemstones. Usually destined to serve as good pivots and provide proper lubrication of the movement components, gemstones have now found a new purpose elsewhere. Black zircon, in a screwed setting, has been used decoratively – on the case horns.

The final result of all this is *Memoris*: a 46 mm timepiece, available in 18K Rose in five limited editions of just 12 pieces each. Embodying the essence of true commemoration – all the life of the present, rooted in history – it links Louis Moinet's heritage with the creative vision of the Ateliers that today honour his memory.



The inner workings of *Memoris*

The new caliber on *Memoris* is the LM79. With a rhythm of 28,800 vibrations per hour (4 Hz), it has 311 components and provides a 48-hour power reserve. 147 parts have been designed and manufactured to allow the chronograph to be presented atop a dedicated movement plate, separating it from the automatic movement beneath.



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LM-79.50.15
Memoris 18K Rose Gold



LM-79.50.17
Memoris 18K Rose Gold



LM-79.50.25
Memoris 18K Rose Gold

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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 the *Traité d'Horlogerie*, a watchmaking treatise published in 1848 that remained a definitive work of reference for a century.*

*Today, Ateliers Louis Moinet is perpetuating this legacy. The firm's mechanical timepieces are produced as one-of-a-kind models or limited editions only and comprise two categories: "Cosmic Art" and "Mechanical Wonders". Louis Moinet creations often make use of unusual and rare components, such as extraterrestrial meteorites or prehistorical materials. The brand's core values are creativity, exclusivity, art and design. This uniquely creative mechanical approach combined with bespoke fine watchmaking has enabled Louis Moinet to win some of the most coveted honours around the world, including a UNESCO Award of Merit, six Red Dot Design Awards (including one Best of the Best Award), a Horological Creativity Contribution Award, gold and bronze medals in the International Chronometry Competition, ten Good Design Awards, three Middle East Watch of the Year Awards, two Robb Report "Best of the Best" Awards, three German Design Awards, a Moscow Grand Prix Award, and a "Chronograph of the year" distinction from *Begin Magazine*, Japan.*