



LOUIS MOINET
1806

A NEW DESIGN AWARD FOR MEMORIS SUPERLIGHT

Memoris Superlight is once again rewarded for its unique design!

A memorable 2020, rich in prizes, for Memoris Superlight. A "Platinum Award" from the Muse Design Awards has been added to its list of achievements. An avant-garde international competition created in 2018, the Muse Design Awards honours design professionals and only rewards exceptional concepts, especially in the field of architecture. More than 4,500 candidates, from 57 different countries, have registered so far in an attempt to win a prize. The chronograph mechanism, fully visible on the dial side, gives Memoris Superlight an unusual aesthetic. This symmetry between construction and design ultimately convinced the panel and Memoris Superlight was once again rewarded.



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Memoris Superlight, the only watch of its kind in the world

Louis Moinet invented the chronograph in 1816; we transformed it in 2020. It all began with a 100% ingenious design within which the traditional mechanism has been dissociated: automatic winding on the back, and the chronograph system on the front. This new, unique and distinctive vision makes it possible to admire the measurement mechanism at every interaction: start, stop, reset. More than 500 components had to be devised in aim to achieve this incomparable feat. Memoris design is bold and contemporary. To highlight the mechanical aspect of the creation, the counters have been manufactured in an avant-garde entirely translucent material. The rules of comfort require harmony and attention to detail. Memoris has a particularly light case (only 31 grams) and our design studies have shown that the use of chevé concave sapphire crystals, enables optimal arrangement of volumes, while ensuring unrivalled wearing comfort. Finally, the fact that the chronograph functions are handled via a single pushpiece (at 2 o'clock) is an additional user-friendly factor for the wearer.

About Louis Moinet

*Jean-Marie Schaller created Les Ateliers Louis Moinet in St-Blaise (NE) 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.*