



LOUIS MOINET TO PARTNER THE FONDATION DE LA HAUTE HORLOGERIE

Louis Moinet is proud to play its part in the Fondation de la Haute Horlogerie (FHH), and thereby encourage its remarkable initiatives to promote, enhance and maintain worldwide excellence in watchmaking.

Established in 2004 in the Swiss canton of Neuchâtel, Ateliers Louis Moinet bears an important name, that of the horologist who was a friend and confidant of Abraham-Louis Breguet. His inventions notably include the *compteur de tierces*. Created in 1816, this instrument designed to facilitate astronomical observations is acknowledged as the first chronograph in watchmaking history. The same spirit of innovation characterises the Louis Moinet brand today. CEO & Creative Director Jean-Marie Schaller and his team work together to produce avant-garde mechanical watches endowed with a strong personality, available exclusively as one-offs or in small series. Many creations incorporate rare, interstellar or prehistoric materials. This approach is embodied in two collections – Cosmic Art and Mechanical Wonders – consistently comprising highly complex creations.

As Schaller explained: "It is a privilege to join the Fondation de la Haute Horlogerie, whose work I have always admired. Showcasing fine watchmaking is the most beautiful mission there is." Twenty years after presiding over the rebirth of Louis Moinet, he has made the famous watchmaker's motto his own: "Invention must be for the sake of art."



Les Ateliers Louis Moinet SA, Saint-Blaise

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Wonders of the World

According to Schaller: "Life is a journey and joining the Fondation de la Haute Horlogerie is an important step. To celebrate this milestone, I am pleased to introduce a new Wonders of the World concept. As a foretaste, we are unveiling a model dedicated to the Pyramid at Chichén Itzá, in Mexico. It is the first in a series of eight one-of-a-creations, each featuring a Wonder of the World."

This timepiece highlights the craftsmanship and excellence of contemporary watchmaking. The Louis Moinet tourbillon, gold medal winner at the last International Chronometry Competition, is thus associated with a wonder of the world.

The bas relief-engraved, finely chased famous feathered serpent and various architectural elements are paired with aventurine in order to further enhance the brilliance of this stone symbolising the Maya's cherished underworld theme.

The pyramid itself is adorned with Myanmar jade of exceptional quality, the very same material from which the Maya crafted their masks and statuettes 3,000 years ago.

Topped by 96 snow-set rubies, the pyramid is also surrounded by baguette-cut sapphires in a subtle colour gradient.



Photo credit: cenic_watches



LOUIS MOINET
1806



Chichén Itzá Pyramid
One-of-a-kind creation

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Fondation de la Haute Horlogerie

The Fondation de la Haute Horlogerie was established in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group. Its objective is to promote Fine Watchmaking worldwide. This ambition takes shape through activities relating to the Foundation's missions: inform on latest developments, the history and professions of watchmaking; train and recognise professional knowledge; organise events for the industry and the public at large. Partner-brands support the FHH through a financial contribution and assist in implementing its projects.

The 43 partner-brands

A. Lange & Söhne, Audemars Piguet, Armin Strom, BOVET, Breitling, Bulgari, Carl F. Bucherer, Cartier, Chanel, Chopard, Christophe Claret, Chronométrie Ferdinand Berthoud, DeWitt, Girard-Perregaux, Greubel Forsey, Grönefeld, Hautlence, Hermès, H. Moser & Cie, HYT, IWC Schaffhausen, Jaeger-LeCoultre, Kari Voutilainen, Laurent Ferrier, Louis Moinet, Louis Vuitton, MB&F, Montblanc, Officine Panerai, Parmigiani Fleurier, Piaget, Rebellion Timepieces, Ressence, Richard Mille, Roger Dubuis, Romain Gauthier, Speake-Marin, TAG Heuer, Ulysse Nardin, Urwerk, Vacheron Constantin, Van Cleef & Arpels, Zenith.

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, four 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.