



INTRODUCING

THE NARRATIVE DESIGNER KHALID SHAFAR

A NEW ARTISTIC COLLABORATION UNDER JAEGER-LECOULTRE'S
MADE OF MAKERS PROGRAMME TO CELEBRATE THE PASSAGE OF TIME

KEY FACTS:

- **Pushing the boundaries of contemporary design:** blending traditional Emirati craftsmanship with modern aesthetics
- **An exclusive art installation:** embracing the rhythm of the lunar cycle during the month of Ramadan
- **Celebrating the passage of time through celestial movements:** using celestial inspiration, subtle design and dual perspective
- **Conceptualisation of La Grande Maison's expertise:** a profound fascination with the lunar cycle and the mastery of the guilloché decorative technique by the atelier des Métiers Rares™

Jaeger-LeCoultre unveils its latest collaboration under the Made of Makers programme – an exclusive art installation, curated by Emirati designer Khalid Shafar. Through this collaboration, Khalid Shafar has interpreted the Maison's celestial movements through Ramadan's lunar cycle.

PUSHING FURTHER THE BOUNDARIES OF CLASSICAL ARTS

The Made of Makers programme draws a parallel between the worlds of horology and art, fostering collaborations with artists, designers, and craftsmen from disciplines outside watchmaking, who share the Maison's values of creativity, expertise, and precision. The programme challenges the perception of classical arts as static or bound to the past, instead emphasising their continuous reinvention and honouring them as a leading source of creativity today. Just as today's classics were once seen as radical at their inception, the Made of Makers programme explores how traditional forms and techniques can be reinvented through new materials and media, offering a fresh perspective on the dialogue between past and present. Like the watchmakers of La Grande Maison, these artists respect tradition as a foundation for creativity, while pushing boundaries and exploring new horizons, highlighting how both watchmaking and classical arts express human creativity, reflect the culture of an era and trigger emotions.

To date, the Made of Makers community has embraced the worlds of contemporary visual art, gastronomy, music and perfumery – with artists including Zimoun (Switzerland), Michael Murphy (USA), Guillaume Marmin (France), lettering artist Alex Trochut (Spain/USA), pastry chef Nina Métayer (France), mixologist Matthias



Giroud (France), digital media artist Yiyun Kang (Korea), musician TØKIO M¥ERS (UK), multi-media artist Brendi Wedinger (USA), Chef Himanshu Saini (India), street light-painter Roy Wang (China) and perfumer Nicolas Bonneville (France). This new collaboration with designer Khalid Shafar (UAE), adds a new dimension to the Made of Makers portfolio – celebrating Middle Eastern artistry through a dialogue between contemporary design and celestial timekeeping.

THE NARRATIVE DESIGNER

Known for his fusion of Emirati cultural heritage and contemporary design elements, Khalid Shafar's creations transcend mere aesthetics, embodying a profound connection between form and function.

Born in the United Arab Emirates, Khalid Shafar is a pioneering Emirati artist and designer known for his unique approach to furniture and object design. While he initially pursued a career in business, spending nearly seven years in marketing and communications, his passion for design eventually led him to change direction. In 2005, he fully embraced this calling, undertaking formal studies in Fine Arts with a specialisation in Interior Design. His growing interest in furniture and object design then took him to Central Saint Martin's College of Art and Design in London and the Centre for Fine Woodworking in New Zealand, where he refined his craft, helped shape contemporary design in the UAE and gained international recognition for his work.

In 2011, Khalid Shafar established his own design studio in Dubai, followed by a dedicated showcase space in 2012. His work is characterised by a seamless fusion of cultural heritage and contemporary aesthetics. He places strong emphasis on storytelling through design, believing that every object carries a narrative that resonates with its audience. His creations often feature clean lines, rich textures, and fine materials, combining an avant-garde-inspired aesthetic with a modern sensibility.

With a commitment to honouring and evolving Emirati design, Khalid Shafar continues to push the boundaries of creativity, bringing a fresh perspective to the global design industry. His work not only preserves tradition but also refines it by setting a new benchmark for contemporary craftsmanship, ensuring that Emirati design is recognised on the international stage.

CELEBRATING THE PASSAGE OF TIME THROUGH CELESTIAL MOVEMENTS

Inspired by the sacred rhythms of Ramadan, this unique collaboration blends celestial observations with fine craftsmanship, reflecting the deep connection between watchmaking and the passage of time.

During the month of Ramadan, tracking the precise moments of sunrise and sunset is essential, as they dictate the daily rhythm of fasting and prayer. This reverence for time aligns seamlessly with Jaeger-LeCoultre's rich watchmaking heritage, where the measurement of time has always been intrinsically linked to the movements of celestial bodies. Since the Maison's founding in 1833, the moon, the sun, and the stars have inspired its watchmakers, reflecting the fundamental role of astronomical cycles in the evolution of horology. This celestial inspiration is beautifully expressed in Jaeger-LeCoultre's timepieces, particularly in the poetic moon-phase complications found in the Rendez-Vous and Duometre collections. The Rendez-Vous Moon, with its delicate depiction of the lunar cycle, captures the ever-changing beauty of the night sky, and the Duometre Quantieme



Lunaire showcases the precision of astronomical timekeeping. Through these creations, the Maison pays tribute to the enduring influence of the cosmos on the art of watchmaking.

'Crescent To Crescent' is an evocative art installation, spanning six metres in width and three metres in height, embodying the passage of time through the evolution of the moon. Featuring 29 intricately designed moons representing each day of the lunar cycle, the installation highlights the passage of time throughout the month. Subtle design details honour the Maison's craftsmanship, expressed through delicate engravings that mirror the guilloché decorative technique mastered in the Manufacture's Métiers Rares™ atelier.

The installation offers two unique viewing experiences – one side showcases a stunning colour gradient, reflecting the moon's daily evolution across the month of Ramadan, while the other immerses viewers in a dynamic play of light, illuminating each moon as they move through the space. This dual perspective invites viewers to engage with time in an immersive way.

"The moon. This celestial body is a powerful force, influencing tides, guiding natural cycles and inclining countless aspects of life on earth. For centuries, the sight of the new crescent moon has heralded the beginning of Ramadan," says Khalid Shafar. "When Jaeger-LeCoultre invited me to create an art installation in honour of this sacred time, I sought to capture the profound rhythm of time itself, drawing inspiration from the lunar cycle. I immersed myself in La Grande Maison's enduring fascination with celestial phenomena – a passion nurtured by the enchanting night sky of La Vallée de Joux and brought to life in watchmaking masterpieces."

"This installation, Crescent to Crescent, is a tribute to the sacred rhythms of Ramadan, where time becomes a contemplative practice. As we track each hour, we learn to appreciate the cadence of time, encouraging reflection and mindfulness," Khalid Shafar explains.

By merging artistic vision with horological mastery, this collaboration between Khalid Shafar and Jaeger-LeCoultre underscores the profound relationship between time, tradition, and transformation. The exclusive installation will be unveiled on February 28 at the Dubai Mall Grand Atrium, where it will remain throughout the month of Ramadan, before travelling to select locations across the city engaging the art, design, and creative communities.

"We are delighted to collaborate with Emirati Designer Khalid Shafar," says Jérôme Lambert, Chief Executive Officer of Jaeger-LeCoultre. "At *La Grande Maison*, we celebrate the artistry of time – not only through our timepieces but also through collaborations that explore time's deeper significance. Khalid Shafar's 'Crescent to Crescent' installation beautifully embodies this philosophy, drawing on the celestial rhythms that have inspired watchmaking for centuries. His ability to translate the passage of time into a powerful visual and emotional experience makes him a natural partner for our Made of Makers programme. With this collaboration, we are honoured to welcome an Emirati artist into our creative universe, further strengthening our dialogue between craftsmanship, design, and cultural heritage."



ABOUT KHALID SHAFAR

Khalid Shafar is an Emirati furniture designer known for blending architectural principles with furniture design. After earning a business and marketing degree from the American University in Dubai, his passion for design led him to study at Central Saint Martins (UK) and the Centre for Fine Woodworking (New Zealand). In 2010, Khalid Shafar launched the KHALID SHAFAR brand in Dubai, aiming to create globally recognized furniture. His work stands out for its striking aesthetics, functional design, and lasting impact on spaces. His approach has earned international acclaim, leading to collaborations with industry icons like the Campana Brothers and brands such as Moissonnier, Tai Ping, Arte Veneziana, and Kartell. Khalid Shafar's designs reflect cultural influences and contemporary craftsmanship, pushing the boundaries of furniture design. His pieces have been exhibited at major global events, including Downtown Design Dubai, London Design Festival, and Milan Design Week. Furthermore, his work has also been featured in leading publications like Wallpaper, GQ, Identity, and Architectural Digest, while also reaching cities worldwide, including Tokyo, Berlin, Beirut, Riyadh, Doha, and Hangzhou, reinforcing his influence on the international design scene.

ABOUT MADE OF MAKERS

The Made of Makers programme brings together a community of artists, designers and craftsmen from a variety of disciplines outside watchmaking. Expanding the dialogue that exists between horology and art, the programme is founded on the core principles that have always defined La Grande Maison: creativity, expertise and precision. It focuses on world-class creators who share the Maison's values and whose work explores new forms of expression through different and often unexpected materials and media. Each year, new works commissioned through the programme animate the exhibitions that Jaeger-LeCoultre stages around the world, amplifying the chosen theme and creating new opportunities for audiences to engage and to become part of the wider conversation about art, craft and design.

ABOUT JAEGER-LECOULTRE – THE WATCHMAKER OF WATCHMAKERS™

Since 1833, driven by an unquenchable thirst for innovation and creativity, and inspired by the peaceful natural surroundings of its home in the Vallée de Joux, Jaeger-LeCoultre has been distinguished by its mastery of complications and the precision of its mechanisms. Known as the Watchmaker of Watchmakers™, the Manufacture has expressed its relentlessly inventive spirit through the creation of more than 1,400 different calibres and the award of more than 430 patents. Harnessing over 190 years of accumulated expertise, La Grande Maison's watchmakers design, produce, finish and ornament the most advanced and precise mechanisms, blending passion with centuries-old savoir-faire, linking the past to the future, timeless but always up with the times. With 180 skills brought together under one roof, the Manufacture creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.

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