



JAEGER-LECOULTRE OPENS ONLINE BOOKING FOR THE ATELIER D'ANTOINE DISCOVERY WORKSHOPS

An exceptional opportunity for general public – watch enthusiasts and novices alike – to immerse themselves in the world of fine watchmaking at the Manufacture Jaeger-LeCoultre. With a large offer of experiences, the Atelier d'Antoine is launching its first Discovery Workshop on **May 5th**, which is available for booking on a dedicated online platform.

The online booking platform offers a choice of English and French language programmes, outlining the content of the Discovery Workshops, as well as dates, timings and other practical details in an intuitive and user-friendly format.

To honour Jaeger-LeCoultre's 150 years of expertise in chiming watches, the first series of Discovery Workshops will be devoted to The Sound Maker theme. Hosted by an instructor and a technical expert, and limited to a maximum of 8 participants, the Discovery Workshops blend academic education and hands-on experience in a dynamic format that encourages interaction. In a fascinating three-hour class, participants will learn why watches go 'tick-tock', how time can be expressed through sound, what makes a minute repeater chime – and the difference between a repeater and a Grande Sonnerie.

The hub of Atelier d'Antoine – which is named after the Maison's founder, Antoine LeCoultre – is a specially developed space within the original, historic Manufacture building in Le Sentier, Switzerland. As part of the 2021 programme, themed Manufacture visits will also be offered on the booking platform. The Discovery Workshops offer the option of adding a themed Manufacture visit, and a separate programme of Visits is structured to focus on a particular area of Jaeger-LeCoultre's expertise and heritage: The History of the Maison and the Stages of Watchmaking; Innovations and Inventions; and Creativity and Artistic Crafts.

For those who wish to learn more about what goes into making a fine mechanical watch, participating in an Atelier d'Antoine programme will be an unforgettable experience. Bookings can be made from **5 May 2021** at online-booking.jaeger-lecoultre.com.