



## **JAEGER-LECOULTRE OPENS THE SOUND MAKER EXHIBITION IN SEOUL IN THE PRESENCE OF KIM WOO-BIN**

### **SHOWCASING A RICH HERITAGE OF CHIMING WATCHES AND A SPECIALLY COMMISSIONED WORK BY SWISS ARTIST ZIMOUN**

The Sound Maker exhibition by Jaeger-LeCoultre opened at Dongdaemun Design Plaza in Seoul this Tuesday, 15th of June, in the presence of Kim Woo-bin, a Friend of the Maison.

The Sound Maker exhibition immerses visitors in the creative and cultural universe of Jaeger-LeCoultre, exploring the uniquely rich heritage of chiming watches at La Grande Maison, and paying homage to its home in the Vallée de Joux.

The exhibition features a curated selection of the earliest and most historically significant of the Manufacture LeCoultre's chiming masterworks, together with dozens of documents and archive materials – many of which have never been displayed to the public before. The journey begins with a unique heritage piece: the Music Box made by the founder, Antoine LeCoultre, and his father, that marked the beginning of La Grande Maison's journey in chiming timepieces. As visitors tour the exhibition, they enjoy the evolution in both technical skill and artistic expression, from pocket watches to minute repeater wrist watches and the Memovox, along with special pieces from the Atelier des Métiers Rares® (Rare Handcrafts Workshop).

At the heart of the exhibition, a 'Sound Sculpture' installation commissioned by Jaeger-LeCoultre from the Swiss contemporary artist, Zimoun, is making its Korean debut. In this fascinating work, Zimoun encapsulates the universe of sound – within the Manufacture and in the natural world surrounding it – that is so intrinsic to the spirit of Jaeger-LeCoultre.

Zimoun employs simple raw materials and repurposed industrial components, including the small DC motors, thin wires, MDF panels, and metal discs that compose the watches of Jaeger-LeCoultre – and, in doing so, redefines traditional ideas of sculpture, movement and sound, drawing the audience into an almost transcendent world of sensory experience.

Acclaimed actor Kim Woo-bin, a new Friend of Maison, joined in celebrating the opening of the exhibition and meeting with the press. "Throughout the exhibition, I could feel and experience the



heritage of Jaeger-LeCoultre in a new way, and I was amazed by its beautiful timepieces”, he remarked after touring the exhibits.

Open to the public by reservation, The Sound Maker exhibition by Jaeger-LeCoultre is being held at Dongdaemun Design Plaza, the design and fashion hub of Seoul. Tickets may be reserved online, at <http://www.thesoundmakerseoul.com>. Tour guides are available in each zone of the exhibition to answer visitors' questions, and full guided tours are also available, by application on the website. The exhibition runs until July 4<sup>th</sup>; opening hours 10am to 7pm.

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### **Jaeger-LeCoultre: HOME OF FINE WATCHMAKING SINCE 1833**

Located in the calm, serene setting of the Vallée de Joux, our Home offers a unique sense of belonging. It is here, inspired by the exceptional landscapes of the Jura Mountains, guided by an unquenchable inner fire, that La Grande Maison gets its soul. With all crafts under one roof within the Manufacture, watchmakers, engineers, designers, artisans work together to give birth to fine watchmaking creations. Driven by a compelling energy and a spirit of collective invention that daily inspires the commitment of each and every member of our family, we cultivate our understated sophistication and technical creativity. This same spirit has powered the creation of more than 1200 calibres since 1833 and made Jaeger-LeCoultre the Watchmaker's Watchmaker.

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