



## JAEGER-LECOULTRE CELEBRATES THE OPENING OF THE 'REVERSO STORIES' EXHIBITION IN SHANGHAI

Marking 90 years since the birth of the Reverso, Jaeger-LeCoultre celebrated the inauguration of Reverso Stories, a fascinating exhibition devoted to this icon of watchmaking, which is being presented at Modern Art Museum Shanghai.

Exploring the creative and cultural universe of this exceptional watch design, Reverso Stories leads visitors on a journey through 90 years of timeless modernity. As a highlight of the opening ceremony on July 9<sup>th</sup>, guests enjoyed a captivating laser and dance show. Created especially for this occasion, the choreography presented an evolution of style from the Art Deco period to the present day, through a beautiful fusion of light, movement and music.

Among the guests at the evening event was NiNi, a renowned actress and a Friend of La Grande Maison. After touring the exhibition, she said: *"I am delighted that I could be here for the opening of the Reverso Stories exhibition. I was very impressed by all of the elements on display – especially the archive materials and heritage documents that are so rarely seen in public, as well as historic milestones among the Reverso watches."*

### **Reverso Stories – told in four fascinating chapters**

Visitors to the exhibition will discover the history of the Reverso through four themes: Story of an Icon unveils its origins, through treasured archive materials and historic watches. Story of Style & Design examines the Art Deco roots of the Reverso and follows it through nine decades as it became recognised as a design icon. Story of Innovation explores how the Reverso embodies Jaeger-LeCoultre's tireless quest for invention, from the revolutionary idea of a flip-over case to the introduction of High Complications. And Story of Craftsmanship celebrates the Manufacture's enamellers, gem-setters, engravers and guillochage masters, who transform Reverso cases into miniature works of art.

At the heart of the exhibition, visitors will encounter, **Spacetime**, a new art installation commissioned from the American artist Michael Murphy. In this work, the artist explores the relationship between the three physical dimensions of space, and the fourth dimension of time. Taking inspiration from the Reverso Tribute Nonantième watch, the installation captures the beauty and precision of time-keeping and time-making in a new and unique form.

The exhibition offers visitors several intriguing new ways to immerse themselves in the world of Reverso. When registered through WeChat they will be able to take part in an online quiz game as they



tour the exhibits, thus increasing their knowledge of the Reverso story at every step. The more technically-minded will discover the hidden wonders of the new four-sided Reverso Quadryptique, through an interactive digital showcase. And those with an artistic bent can try their hand at the decorative craft of perlage – applying it to the cradle of a Reverso watch case.

For admission to the exhibition, which is free of charge, guests are invited to register their attendance through WeChat in advance or on arrival at the exhibition. Reverso Stories runs from 9<sup>th</sup> of July until 18<sup>th</sup> of July at Modern Art Museum Shanghai, open from 10am to 6pm daily.

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## **ABOUT THE REVERSO**

In 1931, Jaeger-LeCoultre launched a timepiece that was destined to become a classic of 20th-century design: the Reverso. Created to withstand the rigours of polo matches, its sleek, Art Deco lines and unique reversible case make it one of the most immediately recognisable watches of all time. Through nine decades the Reverso has continually reinvented itself without ever compromising its identity: it has housed more than 50 different calibres, while its blank metal flip side has become a canvas for creative expression, decorated with enamel, engravings or gemstones. Today, 90 years after the Reverso was born, it continues to epitomise the spirit of modernity that inspired its creation.