



**JAEGER-LECOULTRE ANNOUNCES A NEW DISCOVERY  
WORKSHOP DEVOTED TO THE REVERSO  
DISCOVER THE INSIDE STORY OF A WATCHMAKING ICON**

Jaeger-LeCoultre is pleased to announce a new discovery workshop to be offered by Atelier d'Antoine from November onwards. As 2021 marks 90 years since the birth of the Reverso, this programme presents a unique opportunity to discover the inside story of a true icon of watchmaking, from its historic origins to today's current models.

Atelier d'Antoine offers watch enthusiasts – connoisseurs and novices alike – an unparalleled opportunity to immerse themselves in the world of fine watchmaking. The Discovery Workshops provide a rare chance to explore this world through a blend of academic education and hands-on experience, focused on a particular theme. With classes limited to a maximum of eight participants, each Workshop is led by an instructor and a technical expert from the Manufacture Jaeger-LeCoultre. Participants have the option of deepening their knowledge by combining a Discovery Workshop with a guided Manufacture Visit focused on the same theme – a rare opportunity to explore the heart of a fully integrated watchmaking Manufacture. Named after Antoine LeCoultre, the founder of Jaeger-LeCoultre, Atelier d'Antoine is based in the heart of the Manufacture, in Switzerland's Vallée de Joux.

**Exploring the inside story of the Reverso**

The newly created **Reverso Discovery Workshop** will explore how the Art Deco style of the watch, as well as the technical ingenuity of its unique swivelling case, were born naturally from the social and cultural milieu of 1930, when the idea was first conceived. The workshop will trace the evolution of the Reverso through the decades, not only as a canvas for personalisation and artistic expression, but also as a home to high-watchmaking complications and further technical innovations. Participants will dive deep into the Reverso archives, viewing the original patent document, design sketches, and other rarely seen materials. The workshop concludes with a unique opportunity, as each participant takes on the challenge of assembling a Reverso case – a task normally entrusted exclusively to the artisans of the Manufacture Jaeger-LeCoultre. Guided by an expert from the Manufacture and bringing together no fewer than 50 components to create a finished case, it will be a fascinating test of participants' dexterity and patience.

During the **Reverso Manufacture Visit**, participants will observe, at close quarters, the different stages involved in the fabrication of a Reverso and the specific technical and creative skills required to produce



it. From the first moment of transforming raw metal into movement blanks and case parts, participants will follow the process through the decorative finishing of the technical components to the assembly of the entire movement, case and dial, and the final casing up of the watch. They will also discover several high complication movements that have been specially created for the Reverso, and visit the Atelier des Métiers Rares® (Artistic Crafts Workshop), where enamellers, engravers and gem-setters transform classical Reverso cases into miniature works of art.

The new Atelier d'Antoine programme will be an unforgettable experience for those wishing to learn more about what goes into creating a modern Reverso watch, as well as the fascinating story of how its singular design and unique characteristics have led to its recognition as a watchmaking icon.

Jaeger-LeCoultre has created an online booking platform – <https://online-booking.jaeger-lecoultre.com/>– where visitors can discover more about Atelier d'Antoine and the opportunities it offers, and can book all experiences directly. Online booking will be available for the Atelier d'Antoine Reverso programme from September.

---

#### **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.

---