



‘THE PRECISION PIONEER’ OPENS IN DUBAI

AN IMMERSIVE EXHIBITION EXPLORING OVER 190 YEARS OF INGENUITY AND INVENTIVENESS

Key Facts :

- Jordanian-Palestinian pop singer Zeyne and Syrian actor Moatasem Al Nahar among the guests at the private opening night celebration of ‘The Precision Pioneer’ exhibition
- Four hypnotic light-painting artworks by Chinese urban artist Roy Wang unveiled for the first time and a menu by two Michelin-starred Chef Himanshu Saini, created exclusively for Jaeger-LeCoultre, offered to the guests
- Historic timepieces and archive materials, the star models from Watches and Wonders Geneva 2024, and the launch of a new limited-edition timepiece: the Master Grande Tradition Calibre 948

Dubai, May 7, 2024: Swiss watchmaking Maison Jaeger-LeCoultre marked a momentous occasion with the Emirati premiere of ‘The Precision Pioneer’ exhibition. This captivating showcase, hosted at ICD Brookfield Place in DIFC, invites the public to discover how the pursuit of precision has advanced the art of fine watchmaking over the course of almost 200 years.

A Dazzling Debut Event

To kick off this remarkable exhibition, Jaeger-LeCoultre was honoured to welcome the Jordanian-Palestinian pop singer Zeyne and the Syrian actor Moatasem Al Nahar during an exclusive private opening celebration.

The Emirati film producer Abdulla Alkaabi was animating the evening as its Master of Ceremony before handing over to the renowned DJ Kaboo for the after party.

Honouring Precision

Adding to the festivities, Chinese light-painting artist Roy Wang unveiled for the first time four exclusive light-painting artworks created exclusively for La Grande Maison and performed a live light-painting show with one of his signature motives - the dragon.



Two Michelin-starred Indian chef Himanshu Saini, who created four special bites for Jaeger-LeCoultre, was also present, inviting guests to embark on a culinary journey blending ingredients of the Vallée de Joux with flavours from the subcontinent at the Precision Atelier.

Both collaborations were commissioned by Jaeger-LeCoultre under its Made of Makers programme – a series of artistic partnerships that expands the dialogue between watchmaking and other art forms.

A New Limited-Edition Timepiece Revealed

The exhibition opening was further graced by the reveal of a new interpretation of the Master Grande Tradition Calibre 948, with a green enamel dial. A uniquely artistic expression of the world-time complication uniting mechanical excellence with rare handcrafts - enamelling, guilloché and lacquering. The Universal Tourbillon makes a complete circuit around the dial in 24 hours, echoing the way that Earth spins on its axis and makes a circuit around the Sun.

A Journey Through Time and Precision

Created by Jaeger-LeCoultre as part of its mission to expand the cultural conversation around fine watchmaking, 'The Precision Pioneer' offers visitors a deep immersion into the art and science of precision in fine watchmaking.

From the palladium hairspring to the first multi-axis tourbillon or from the anti-magnetic cage to the Duometre concept, visitors are invited to embark on a quest for precision divided in four chapters: The Precision of Production, The Precision of Chronometry, The Precision of Regulating Organs and The Precision of Complications.

As visitors journey through the Story of Precision, they will enjoy exploring the depths of Jaeger-LeCoultre's rich heritage, craftsmanship and pioneering spirit.

A Celebration of Craftsmanship and a Hands-on Experience

A viewing room within the exhibition is dedicated to the 180 skills mastered within Jaeger-LeCoultre's fully integrated Manufacture, showcasing essential aspects of the art and craft of watchmaking that have particular relevance to the theme of precision.

'In the Making' is devoted to a series of short films that take viewers behind the scenes, each focusing on a single craft: design, production, finishing, assembly and ornamentation. In addition, visitors can watch live demonstrations of two key skills: perlage and movement assembly.

To offer a deeper understanding of watchmaking, 'The Precision Pioneer' provides hands-on educational workshops at the Atelier d'Antoine.



Location, Opening Hours and Admission

The Precision Pioneer is open free of charge to the public until May 19, offering the opportunity to experience craftsmanship and watchmaking in a new cultural context. Presented at ICD Brookfield Place in DIFC, opening hours are: 11am until 10pm on weekdays; 10am to 10pm on weekends. Guests will be able to walk in or may book guided visits online at: <https://bit.ly/PrecisionPioneerDubaiVisit>. Discovery Workshop sessions at the Atelier d'Antoine are available to all visitors by appointment.

About The Precision Pioneer

A core value since the company was founded in 1833, the quest for precision has particular significance at Jaeger-LeCoultre. The very foundations of the Maison rest on two of Antoine LeCoultre's crucial inventions: a tool that cut pinion teeth with unprecedented accuracy (1830) and the Millionometre (1844), the world's first instrument able to measure a micron. Both devices were to have a profound influence on the entire watchmaking industry. Within the Manufacture, research into precision has resulted in a series of breakthroughs, including the development of the first multi-axis tourbillon, known as Gyrotourbillon, and different forms of hairspring. (Jaeger-LeCoultre is one of the very few watchmaking Maisons that produces its hairsprings in-house.) For complication calibres, the invention of the Duometre system ensures that isochronism (the regularity of the mechanism's 'heartbeat') is not compromised by operation of the complication. Since 1992, as a guarantee of reliability and timekeeping accuracy, Jaeger-LeCoultre certifies every watch through its 1000 Hours testing protocol – a far more stringent testing regime than the industry-standard chronometer certification.

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 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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