



## **JAEGER-LECOULTRE CELEBRATES THE OPENING OF THE 'REVERSO STORIES' EXHIBITION IN SEOUL IN THE PRESENCE OF KIM WOO-BIN**

Ninety years after the emblematic Reverso was born, Jaeger-LeCoultre created 'Reverso: Timeless Stories Since 1931', a fascinating exhibition devoted to this icon of watchmaking.

An immersive retrospective that leads visitors on a journey through nine decades of timeless modernity, Reverso Stories has previously welcomed thousands of visitors in Shanghai and Paris. It explores the creative and cultural universe of this exceptional timepiece and features a specially commissioned art installation by the American artist Michael Murphy, as well as many historic artefacts and a selection of milestone Reverso watches from the earliest time-only models to the ground-breaking Reverso Hybrid Mechanica Calibre 185. The exhibition invites visitors to experience the story of Reverso through four different themes: its origins; style and design; innovation and craftsmanship.

After touring the exhibition, Kim Woo-Bin said: *"It's a great pleasure to discover the Reverso Stories exhibition in Seoul. It is a unique cultural experience and the way the story is told through four different themes brings it to life in a fascinating way. It's very impressive to see so many archive materials and heritage documents that are rarely shown in public, as well as historic and modern Reverso watches."*

Seen in Korea for the first time, Michael Murphy's installation *Space Time* is an enthralling rendition of the Reverso Nonantième that transports visitors through the three physical dimensions of space and the fourth dimension of time. Another highlight of the exhibition is the 1931 Café, a chic setting designed in homage to the Art Deco origins of Reverso, which offers a special menu of sweets and cakes created exclusively for Jaeger-LeCoultre by the Parisian pastry chef Nina Métayer.

*The "Reverso: Timeless Stories Since 1931" exhibition and the 1931 Café will be open from May 25<sup>th</sup> to June 12<sup>th</sup> on Monday through Friday from 11:30am to 8:30pm and on the weekend from 11:00am to 9:00pm at S FACTORY, 11 Yeonmujang 15-gil, Seongdong-gu, Seoul, Republic of Korea. The exhibition is free to the public, booking is recommended at [THE REVERSO STORIES 전시회 서울 | Jaeger-LeCoultre \(thereversostoriesseoul.com\)](#). Audio guides are available for the exhibition.*



---

## **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.