



JAEGER-LECOULTRE PRESENTS 'MADE OF MAKERS'

A COMMUNITY OF RARE TALENT AND CREATIVITY

Enriching the dialogue that has long existed between horology, artisanship and art, Made of Makers is a profound expression of the core principles that have always defined La Grande Maison: creativity, expertise and precision. With intense respect for the person in the process – the creativity of the mind and the skill of the hand – the programme focuses on international artists who share the Maison's values and whose work explores new forms of expression through different and often unexpected materials and media.

Who are the Makers? They are the creators of today and the shapers of tomorrow. At Jaeger-LeCoultre they are master watchmakers; in other worlds they are designers, chefs, visual artists, musicians and more. While the chosen collaborators are all notable for having the audacity to dream, and thus to take their disciplines in new directions, they share our watchmakers' deep respect for the past as their creative foundation. Made of Makers thus highlights the importance of creating bridges between the past and the future – celebrating what is made, how it is made and who makes it.

“In the spirit of our founder, Antoine-LeCoultre, our Manufacture has always been driven by the belief that to be truly innovative and push boundaries, it is vital to be open-minded. Through Made of Makers we are looking for different perspectives on how the practices of watchmaking, art and other creative disciplines can bring value to lived experiences,” says Catherine Rénier, CEO of Jaeger-LeCoultre. “This is why we choose to work with forward-thinking artists and highly imaginative artisans whose work challenges our senses, expands our minds and triggers strong emotions. We support them by commissioning new work and they in turn nourish the creativity and continuing evolution of our Maison.”

All artists commissioned by Jaeger-LeCoultre visit the Manufacture in Switzerland's Vallée de Joux, absorbing the natural beauty of the landscape, spending time with the watchmakers and with the artisans of the Métiers Rares® workshops, taking inspiration that may later inform their own work.

Fundamental to all of these collaborations is a deep human connection and shared respect for the vital role of craftsmanship in the creative process. As a crossroads of inspiration that brings together different expressions of artistic imagination and craft skill, Made of Makers offers its audiences new ways to connect, suggesting different ways of seeing our ever-changing world and encouraging new conversations that go beyond the visual first impression of the object.



Expanding the Cultural Conversation

For several years now, Jaeger-LeCoultre has initiated a series of collaborations with artists and with artisans from various disciplines outside watchmaking, building a community of creators with similar values and visions of creativity, and provoking new conversations with diverse audiences.

In 2022, marked by new collaborations with multi-media artist Guillaume Marmin, lettering artist Alex Trochut and mixologist Matthias Giroud, the Maison unites this community under the Made of Makers programme with the aim of further inspiring cross-disciplinary exchanges and nurturing long-lasting relationships.

GUILLAUME MARMIN – Invoking the Cosmos

In 2022, French multi-media artist Guillaume Marmin has created a new installation *Passengers: Through Time* for Jaeger-LeCoultre; expressing the Stellar Odyssey theme in a profound and exciting way, it evokes the beauty of the imperceptible and the laws of physics. Through a complex and evocative interplay of light, sound and movement, the installation takes its visitors on a celestial excursion in which they are the protagonists. Redefining traditional ideas of sculpture, space and time, it captures the vastness of the cosmos and provokes reflection on the fundamental question of what time really is.

MATTHIAS GIROUD – A Celestial Alchemy

Renowned for his avant-garde approach, Matthias Giroud is a leader among the new generation of mixologists, blending the skills of chef de cuisine, perfumer and visual artist to elevate mixology to an art form that at times seems close to alchemy. Working with temperature, texture, colour and form, as well as scents and flavours, his creations balance artistic flair with technical expertise and rigorous attention to detail. For Jaeger-LeCoultre he has created a menu of highly original soft cocktails that pay homage to the celestial origins of timekeeping, drawing inspiration from the wonders of the night sky, the intricacies of astronomical watchmaking and the natural bounty of the Vallée de Joux.

ALEX TROCHUT – When Letters Need No Words

New York-based lettering artist Alex Trochut has encapsulated the values of La Grande Maison through a new alphabet that is destined to become an additional signature of the brand. Trochut, who regards letter design as the “non-verbal communication of the written medium” took inspiration for the new *1931 alphabet* from Art Deco – a style that expressed the progressive and forward-thinking values of the 1920s and ‘30s, the period that gave birth to the Reverso. Boldly contemporary, the new *1931 alphabet* has a sculptural quality and a strong sense of visual depth that conveys dynamism and movement.

NINA MÉTAYER – Pushing the Boundaries of Form and Flavour

Celebrated for her originality, artistry and exceptional flavours, French pastry-chef Nina Métayer has taken the traditional craft of pâtisserie into new territory, refining it into a distinctive art form. For Jaeger-LeCoultre’s 1931 Café, she designed a special menu of pastries that look as remarkable as they taste



– visual masterpieces that marry the evocative flavours of the Vallée de Joux with the timelessly elegant forms of Art Deco.

MICHAEL MURPHY – Playing with Perception

American artist Michael Murphy describes his installations as “illusions of images rendered in three dimensional space”, requiring the viewer to change position in order to fully appreciate them. As the viewers move, their perceptions change. For Jaeger-LeCoultre, marking 90 years of the Reverso, he created *Spacetime*, which explores the relationship between the three dimensions of space and the fourth dimension of time.

ZIMOUN – Celebrating the Nature of Sound

Swiss multi-media artist Zimoun employs simple raw materials and repurposed industrial components to create complex tapestries of sound and movement that redefine traditional ideas of sculpture, space and time. His installation *The Sound Maker*, created for Jaeger-LeCoultre, evokes the deep connection between the watchmakers of the Manufacture and the natural soundscape of their surroundings in the Vallée de Joux.

Each year, the commissioned works animate the exhibitions that Jaeger-LeCoultre stages around the world, creating new opportunities for audiences to engage with the Maison and to become part of the wider conversation about art, craft and design.

“All art is a form of communication, triggered by an artist or artisan’s way of seeing the world – and each viewer’s reaction to a particular work, while highly personal, is an intrinsic part of that communication,” says Catherine Rénier. “The Made of Makers programme is a way for us – and for the artists – to connect with many diverse audiences and for them to connect with us on a different level, drawing them into new and perhaps unexpected conversations and enabling them to experience the world through different senses.”

About Made of Makers

Inaugurated in 2022, the Made of Makers programme brings together a community of artists, designers and craftsmen from a variety of disciplines outside watchmaking. Expanding the dialogue that exists between horology and art, the programme is founded on the core principles that have always defined La Grande Maison: creativity, expertise and precision. It focuses on world-class creators who share the Maison’s values and whose work explores new forms of expression through different and often unexpected materials and media. Each year, new works commissioned through the programme animate the exhibitions that Jaeger-LeCoultre stages around the world, amplifying the chosen theme and creating new opportunities for audiences to engage and to become part of the wider conversation about art, craft and design.