



## **JAEGER-LECOULTRE CELEBRATES THE NORTH AMERICAN DEBUT OF “REVERSO STORIES” EXHIBITION IN NEW YORK**

### **AN IMMERSIVE EXHIBITION EXPLORING THE CREATIVE AND CULTURAL UNIVERSE OF ONE OF THE WORLD’S MOST CELEBRATED TIMEPIECES**

New York, November 1, 2023 – Swiss watchmaking Maison Jaeger-LeCoultre marked a momentous occasion with the North American premiere of the "Reverso Stories" exhibition. This captivating showcase, hosted at IRON 23 in the heart of Manhattan, invites visitors to explore the creative and cultural universe of the iconic Reverso timepiece, tracing its remarkable journey over more than 90 years since its inception in 1931.

#### **A Star-Studded Opening Night**

To kick off this remarkable exhibition, Jaeger-LeCoultre was honored to welcome three of its esteemed global ambassadors, Lenny Kravitz, Anya Taylor-Joy, and Nicholas Hoult, to an exclusive private celebration.

#### **Honoring Pure Creativity**

The evening was further graced by the presence of two promising talents from the Made of Makers program: Nina Métayer, recently awarded the prestigious title of "World Pastry Chef of the Year" by the International Union of Bakers and Pastry Chefs (UBIC), and artist Yiyun Kang, added their unique flair to the festivities.

#### **A Celebration of Craftsmanship and Elegance**

Catherine Rénier, CEO of Jaeger-LeCoultre, shared her sentiments on this grand occasion, stating: "I am immensely proud of the opening of the Reverso Stories Exhibition in New York City, celebrating the rich history of the Reverso since its birth in 1931. This event is not only a celebration of horological craftsmanship but also a convergence of art, innovation, and timeless elegance."

#### **A Journey Through Time and Design**

As part of Jaeger-LeCoultre's mission to enrich the cultural discourse surrounding design and watchmaking, the "Reverso Stories" exhibition offers a captivating journey through nine decades. Visitors are encouraged to embark on this historical voyage through four enthralling themes: Story of an Icon unveils the Reverso's origins, through treasured archive materials and historic watches. Story of Style & Design examines the Art Deco roots of the Reverso and follows its path to becoming 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.

### **A Multisensory Experience**

A highlight of the exhibition is the multimedia sculptural installation "Origin" by Korean artist Yiyun Kang, exploring the aesthetic connection between the Golden Ratio in nature and man-made design. The exhibition culminates at the 1931 Café, adorned with Art Deco flair. Here, guests can savor an exclusive menu of pastries crafted by chef Nina Métayer.

Both the culinary and artistic projects were specially commissioned by Jaeger-LeCoultre under its Made of Makers program, a series of artistic partnerships that expands the dialogue between watchmaking and other art forms.

### **Hands-On Watchmaking Workshops**

To offer a deeper understanding of watchmaking, "Reverso Stories" provides hands-on educational workshops at the Atelier d'Antoine.

### **Location, Opening Hours and Admission**

"Reverso Stories" is open to the public free of charge until November 22, offering a unique opportunity to immerse oneself in the realms of design, craftsmanship, and watchmaking in a culturally enriching context.

**Location:** IRON 23, at 29 West 23rd Street in the heart of the Flatiron District, between 5th & 6th Avenues.

**Opening Hours:** Tuesday to Thursday 11am until 7pm; Friday and Saturday 10am to 7pm; Sunday 11am to 6pm. Closed on Monday.

**Admission:** Entry is open to the public and free of charge. Guided visits can be scheduled online at [Jaeger-LeCoultre - Theme - THE REVERSO STORIES EXHIBITION.](#)

**Educational Workshops:** Discovery Workshop sessions at the Atelier d'Antoine are available to all visitors by appointment.



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### **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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### **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 distinctive 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.

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### **About Made of Makers**

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 passionate and experienced 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.

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### **About Yiyun Kang**

One of the most active and talented Korean digital media artists in today's international art scene, Yiyun Kang is recognised for her immersive audio-visual installations that recast space with moving image and sound.

After graduating from Seoul National University with a BFA in Painting, she continued her studies at UCLA, and gained her PhD at the Royal College of Art in London, where she has subsequently been a visiting lecturer. Yiyun Kang is also a fellow of the Royal Society of Arts (FRSA) in the UK. Alongside her art practice, she is currently an assistant professor at KAIST (Korea Advanced Institute of Science & Technology)'s engineering school where, as director of the experience design lab, she is also pursuing a genuine convergence of art, design, technology and science through diverse research and practice.



Yiyun Kang's works have been exhibited in Europe, Asia, and the United States, and she has participated in international events such as the Venice Architecture Biennale and Shenzhen New Media Art Festival. In 2015–16, she participated in the residency programme of the Victoria and Albert Museum (London), which subsequently acquired her site-specific work for its permanent collection; in 2017, she received the Red Dot Award for Exhibition Design for *Deep Surface*; and in 2020, she participated in the transcontinental contemporary art project *Connect, BTS*. In 2021, Yiyun Kang had a solo exhibition, 'Anthropause' at PKM Gallery in Seoul, and in 2022 participated in the group exhibition 'Cubically Imagined', which travelled from Paris to Hong Kong, Moscow, Beijing, New York and Washington.

As an academic researcher, Yiyun Kang's writings that examine the novel characteristics of digitally projected moving-image artworks have been published by both MIT Press and Oxford University Press. She was awarded the British Council Alumni Award for Culture and Creativity (2022) and participated in a formal meeting of the UK government's Digital Culture, Media and Sport committee. She is regularly invited to speak at international conferences and to give talks at institutions and companies that work on the cusp of art, design and technology.

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#### **About Atelier d'Antoine at the "Reverso Stories" Exhibition**

Atelier d'Antoine takes its name from our founder, Antoine LeCoultre, who built his first workshop of our Maison in 1833, here in Le Sentier. As a tribute to his genius passionate mind and creative skills, Atelier d'Antoine offers watch enthusiasts – connoisseurs and novices alike – an unparalleled opportunity to immerse themselves in the world of fine watchmaking.

Directly at the "Reverso Stories" Exhibition in New York, Reverso Discovery Workshop sessions at the Atelier d'Antoine are available to all visitors by appointment. In this specific workshop, its participants will explore the origins of the Reverso case – from its Art Deco lines to its ingenious swivelling mechanism – then will trace its evolution through the decades, as a canvas for artistic expression and a home to high-watchmaking complications.

Participants will dive deep into the Reverso archives and go hands-on with a variety of models. Finally, guided by an expert from the Manufacture, they will take on the unique challenge of assembling more than 50 components to create a Reverso case – a fascinating test of dexterity and patience.

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**[jaeger-lecoultre.com](https://www.jaeger-lecoultre.com)**

**Note:** For high-resolution images, please visit our website or contact our media representative.