JAEGER-LECOULTRE

INTRODUCING

THE GAME DESIGNER ZAIN MEMON

A NEW COLLABORATION UNDER JAEGER-LECOULTRE'S MADE OF MAKERS™ PROGRAMME TO CELEBRATE 200 YEARS OF FINE WATCHMAKING

KEY FACTS:

- **Reinventing the 10th Art:** narrating nearly 200 years of fine watchmaking through video gaming – the defining medium of the 21st century
- **Zain Memon:** a unique collaboration with an emerging Indian video game designer, whose original narratives stir emotions and spark deep reflection
- **A new lens on Jaeger-LeCoultre's legacy:** the player becomes the protagonist, the Manufacture-Atelier's history sets the stage and watchmaking presents the challenge

Jaeger-LeCoultre unveils its latest collaboration under the Made of Makers™ programme: a new video game created by Indian game designer Zain Memon. Representing the 10th Art, the game retells Jaeger-LeCoultre's story of almost 200 years of fine watchmaking through the compelling and interactive medium of a quintessentially 21st-century art form.

PUSHING FURTHER THE BOUNDARIES OF CLASSICAL ARTS

The Made of Makers™ programme draws a parallel between the worlds of horology and art, fostering collaborations with artists, designers and craftsmen from disciplines outside watchmaking, who share the Maison's values of creativity, expertise and precision. The programme challenges the perception of classical arts as static or bound to the past, instead emphasising their continuous reinvention and honouring them as a leading source of creativity today. Just as today's classics were once seen as radical at their inception, the Made of Makers™ programme explores **how traditional forms and techniques can be reinvented through new materials and media**, offering a fresh perspective on the dialogue between past and present. Like Jaeger-LeCoultre's watchmakers, these artists respect tradition as a foundation for creativity, while pushing boundaries and exploring new horizons, highlighting how **both watchmaking and classical art express human creativity, reflect the culture of an era and trigger emotions**.

To date, the Made of Makers™ community has embraced the worlds of **contemporary visual art, gastronomy, music and perfumery** – with artists including Zimoun (Switzerland), Michael Murphy (USA), Guillaume Marmin (France), lettering artist Alex Trochut (Spain/USA), pastry chef Nina Métayer (France), mixologist Matthias Giroud (France), digital media artist Yiyun Kang (Korea), musician TØKIO M¥ERS (UK),

multi-media artist Brendi Wedinger (USA), Chef Himanshu Saini (India), street light-painter Roy Wang (China), perfumer Nicolas Bonneville (France), designer Khalid Shafar (UAE), chef-chocolatier Mathieu Davoine (France/Switzerland), animation film director Jackie Wang (China), webcomic designer Olivecoat (Philippines), photographer Hussain AlMoosawi (United Arab Emirates) with AI digital artist Mona Algwaiz (Saudi Arabia) and chef Gilles Varone (Switzerland). This new collaboration with Zain Memon (India) adds **the art of video game design** to the Made of Makers™ portfolio.

REINVENTING THE 10TH ART

Widely considered one of the most engaging and entertaining art forms of our time and recognised as the 10th Art, video games are a **defining medium of the 21st century**. Uniting traditional art forms – writing, visual art, music, storytelling and cinematography – with digital technology, video games have become a new canvas for artistic expression. Their interactive and immersive nature offers audiences a new way of experiencing and interpreting art, while allowing players to influence narratives, character development and endings, **becoming part of the story and experiencing the artist's message in a unique way**.

The recognition of video games as an art form has grown over the past four decades. In 1983, Video Games Player stated that video games "are as much an art form as any other field of entertainment". In 2006, the French Minister of Culture recognised video games as cultural goods and "a form of artistic expression" and in 2012, the Smithsonian American Art Museum presented The Art of Video Games. While their classification as art has been debated, their growing depth and sophistication has continued to strengthen their **recognition as an art form**. The art game genre is distinguished by visual imagery and novel storytelling through mental challenges that provoke emotion and thought, often challenging cultural stereotypes. The empathy game genre creates an emotional experience by having players inhabit a key character's mental and emotional world. Through interactivity, visual language, narrative, sound and player agency, these games turn the player **from spectator into active participant**. These qualities are all strongly present in the work of Zain Memon.

THE GAME DESIGNER

Based in Goa, India, a self-taught storyteller, multi-media specialist, producer and entrepreneur, Zain Memon is an **emerging talent in the world of digital play**. Considered to be India's most influential game designer, his credits include two boardgames and – his major current and ongoing project – a cross-media universe spanning games, novels, films, graphic novels, toys and immersive experiences that aims to become "a living mythology for the 21st century".

A gaming aficionado since he was a child, ("I've been gaming since I was three years old; I could barely walk but I was playing games," he says) Zain Memon's intense curiosity about the intersection of science, technology and media led him to drop out of high school in 12th grade (aged 17) to immerse himself in these worlds, learning through **hands-on exploration and experience**.

With his **devotion to storytelling through puzzles and interactive systems**, Zain Memon views games as powerful tools for education and social understanding. “For me, a game is a method of inquiry. And a good game is one that sometimes challenges or shakes part of your belief system,” he says. “A game allows me to give you, the player, a firsthand experience that no other medium allows you to have. It enables you to enter someone else's mind-space and thus understand them and their world on a much deeper level.”

This approach creates an opportunity to unveil the world of watchmaking in a unique and highly innovative way through the Made of Makers™ collaboration.

A NEW LENS ON JAEGER-LECOULTRE’S WATCHMAKING LEGACY

Created by Zain Memon, ‘The Valley of Inventions’ game invites players to discover watchmaking through play, building a **bridge between the digital and the physical**, past and present. Harnessing the 21st-century medium of the video game to Jaeger-LeCoultre’s remarkable watchmaking legacy, it takes players on a journey through almost 200 years of horological ingenuity, inventiveness and precision. Zain tells stories in a completely new way by harnessing the interactive power of video gaming to create a deeply engaging experience of the skill, precision and ingenuity of a watchmaker in a way that no written words, film or photograph can.

At the same time, ‘The Valley of Inventions’ reinvents the art of video games by **turning the mechanics of watchmaking into gameplay**, translating nine iconic complications and pioneering inventions into a series of enigmas and puzzles. Set in the Manufacture-Atelier in 1881, the game is anchored in the time and place of the Maison’s foundation. With the player as the protagonist – adopting the persona of Elie LeCoultre, the son of the Maison’s founder – it is **built on the escape game concept**, with the solution to each enigma providing the key to the next challenge. Thus, the player builds an **insider’s view of watchmaking through observation, intuition, logic and discovery** – qualities that are common to both watchmaking and game design.

“The game is not for the faint-hearted,” says Zain Memon. “It’s a puzzle that requires you to put in the mental effort – with the same sort of focus that a watchmaker requires – and through that experience you will understand just how deeply the ocean of horology flows.”

Zain Memon’s video game ‘The Valley of Inventions’ will be accessible as an app and on the website: valleyofinventions.jaeger-lecoultre.com for the public on November 20, 2026, and will be reproduced in phygital format to be offered by Jaeger-LeCoultre as a gift to selected clients and collectors.

“We are honoured to collaborate with Zain Memon,” says Jérôme Lambert, Chief Executive Officer of Jaeger-LeCoultre. “He brings instinctive, self-taught mastery to his craft and the imagination, ingenuity, precision and care inherent in his work mirror the core values of high watchmaking. This, together with his

curiosity, passion and humility, makes him a natural partner for us and brings an exciting new art form into the Made of Makers™ programme."

ABOUT ZAIN MEMON

India's most influential game designer, Zain Memon is a storyteller, multi-media specialist, producer and entrepreneur. Born and raised in Mumbai and now based in Goa, he was intensely curious about the intersection of science, technology and media and dropped out of high school in 12th grade to educate himself through hands-on exploration and experience. He began his career as a film studio intern and went on to work on India's pioneering VR journalism platform, ElseVR. In 2015, together with Anand Gandhi, he co-founded Memesys Culture Lab a media studio that develops and publishes films, boardgames, literature and VR experiences that explore the intersection of science, philosophy and culture. He is also the co-founder of Department of Lore, a studio that develops narrative projects across film, publishing and digital media. In 2019, he created the political strategy boardgame *SHASN*, which won the Social Impact Award at IndieCade Europe and has built active player communities around the world. Two years later, he released its sequel *SHASN: AZADI*. Together with Anand Gandhi, his major current project is *MAYA,* an expansive narrative universe and transmedia franchise spanning novels, graphic novels, boardgames and films. His first novel *MAYA: Seed Takes Root*, part of this universe, was published in August 2026.

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 Jaeger-LeCoultre: 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.

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-Atelier 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 over 190 years of accumulated expertise, Jaeger-LeCoultre'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. Bringing together 82 ateliers, 108 crafts and 235 techniques – including 69 signature techniques – the

Manufacture-Atelier creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.

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