



**THE 'REVERSO STORIES' EXPERIENCE TRAVELS TO
THE HEART OF SYDNEY
AN IMMERSIVE JOURNEY THROUGH NINE DECADES OF
CRAFTSMANSHIP, INVENTIVENESS AND DESIGN**

Key Facts :

- The story of the Reverso icon told in four chapters
- A large-scale art installation by Yiyun Kang, commissioned under Jaeger-LeCoultre's Made of Makers programme of artistic collaborations
- The launch of three exceptional new Reverso timepieces

This May, Jaeger-LeCoultre invites visitors to discover the world of Reverso through a richly immersive experience held in the heart of Sydney. 'Reverso Stories' is an opportunity for visitors to immerse themselves in the world of watchmaking craftsmanship and design through nine decades of cultural and social change, for a watch that was created to withstand the rigours of polo matches to becoming one of the most recognisable timepieces of all time. The 'Reverso Stories' experience will be staged in Martin Place, in the heart of Sydney's CBD, from 10–19 May 2024.

'Reverso Stories': a fascinating retrospective and a new launch

'Reverso Stories' takes visitors on a compelling journey to discover the history, craftsmanship, innovation and design behind this watchmaking icon through four chapters – Story of an Icon, Story of Style & Design, Story of Innovation and Story of Craftsmanship. It is illustrated by a collection of emblematic Reverso models, from rarely seen archive timepieces, modern-day High Jewellery and miniature-painted models to highlights of the current collection, along with the world's first wristwatch with four functioning faces, the Reverso Hybris Mechanica Calibre 185 'Quadriptyque'.

Alongside the exhibits, a live demonstration of the decorative art of perlage will give visitors insight into an element of the watchmaking process rarely seen by the public.

Jaeger-LeCoultre has also chosen the Sydney edition of 'Reverso Stories' for the global launch of three exceptional new limited-edition Reverso watches that showcase the skills of enamelling, gold-leaf paillonnage and gem-setting mastered by the Manufacture's in-house Métiers Rares™ (Rare Handcrafts) atelier.



Made of Makers: a collaboration with multimedia artist Yiyun Kang

Visitors begin their exploration of 'Reverso Stories' with a multimedia installation, titled *Origin*, commissioned from the Korean artist Yiyun Kang by Jaeger-LeCoultre under its Made of Makers programme. Through a series of collaborations with artists, designers and craftsmen from disciplines outside watchmaking, Made of Makers explores and extends the dialogue that naturally exists between horology and art. The programme has, to date, embraced the visual arts, gastronomy and music. Presented on a very large three-dimensional screen that has been purpose-built for installation in public spaces, *Origin* is a tribute to the ubiquity of the Golden Ratio in the world around us.

The 1931 Café and the Boutique: a complete experience

Completing visitors' immersion into the spirit of Art Deco, the 1931 Café invites guests to pause and enjoy a complementary refreshment. Visitors are also invited to the Jaeger-LeCoultre boutique – just two minutes' walk away at 84 King Street.

Opening Hours and Admission:

'Reverso Stories' will run from 10–19 May 2024 in Martin Place, Sydney CBD, opening daily from 9.00 am to 7.00 pm (5.00 pm on Sundays) with free access to the public. Guided tours, lasting approximately 20 minutes, are available.

Visitors may book online at <https://online-booking.jaeger-lecoultre.com/reservations/reservation/94> or register upon arrival, walk-ins are welcome.

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.

About Yiyun Kang

One of the most active and acclaimed 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.



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 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.

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 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.

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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