



‘THE PRECISION PIONEER’ TRAVELS TO BEIJING

EXPLORING THE ART AND SCIENCE OF PRECISE TIMEKEEPING THROUGH A RICHLY IMMERSIVE CULTURAL EXHIBITION

Key Facts :

- *The pursuit of precision for almost two centuries: a story of ingenuity and inventiveness told in four chapters*
- *A celebration of craftsmanship and opportunities to try out key skills and join hands-on watchmaking workshops*
- *Art meets fine watchmaking through street light-painter Roy Wang, a collaboration under the Made of Makers programme*

In the heart of Beijing this September, Jaeger-LeCoultre invites the public to discover how the pursuit of precision has advanced the art of fine watchmaking over the course of almost 200 years. Following the debut of ‘The Precision Pioneer’ at Watches and Wonders Geneva 2024 in April and its first stop in Dubai in May, Beijing is the first destination in China for the exhibition. Set in a purpose-built pavilion at WF Central in Dongcheng, ‘The Precision Pioneer’ will run from 14 September until 3 October 2024 and is open to the public free of charge.

Visitors will discover the story of precision through four major themes: The Precision of Production and Decoration, The Precision of Chronometry, The Precision of Regulating Organs and The Precision of Complications. The experience will be enriched by:

- Live demonstrations of key watchmaking skills, with the opportunity for visitors to participate;
- A cinema space devoted to the video series *In the Making*, which takes viewers behind the scenes in Jaeger-LeCoultre’s integrated Manufacture;
- Hypnotic artworks by street light-painter Roy Wang with live demonstrations by the artist;
- The Collectibles: fine examples of the most emblematic models of the mid-20th century offered for sale;
- A dedicated room where visitors may touch and try on key pieces from the current collections;
- The world debut of two exceptional new high-complication watches;
- Shall guests want to further learn about the Maison, they may book a Discovery Workshop session of the Atelier d’Antoine at the WF Central Boutique.



The Pursuit of Precision – a Story of Ingenuity Told in Four Chapters

The quest for precision has particular significance at Jaeger-LeCoultre. Even before founding the Manufacture in 1833, Antoine LeCoultre was obsessed with precision and several of his inventions had a profound influence on the entire watchmaking industry. Over the decades, continuing research into precision has resulted in a series of breakthroughs, with many of the Maison's 430 patents being awarded for its work in this field. Today, modern technological aids have turned core stages of the watch production process into an exact science; however, technology will never entirely replace the precise human gestures involved at every stage from raw metal to finished timepiece, for it is the craft of the human hand that gives a fine mechanical watch its soul.

Celebrating the magic of mechanical watchmaking and revealing the intellectual rigour and technical ingenuity that lie at its heart, 'The Precision Pioneer' tells the intriguing story of precision in four chapters.

The Precision of Production and Decoration tells how Antoine LeCoultre's obsession with precision laid the foundation for the modern watchmaking industry and continues to drive Jaeger-LeCoultre almost two centuries later. **The Precision of Chronometry** identifies milestones in the Manufacture's development of chronometer timepieces, from pocket watches in the 19th century, to today's new models that are all certified under the rigorous 1000-Hour Control protocol. **The Precision of Regulating Organs** reveals the crucial role played by the regulating organ (namely, the balance wheel and hairspring) in delivering and maintaining accurate timekeeping. **The Precision of Complications** explores a fundamental conundrum of watchmaking: how to maintain a perfect flow of energy while adding complications that require extra bursts of energy.

A Celebration of Craftsmanship

A cinema space has been created within the exhibition, dedicated to *In the Making*, a series of short films that take viewers behind the scenes at Jaeger-LeCoultre's integrated Manufacture. Visitors can immerse themselves in aspects of the craft and art of watchmaking that have particular relevance to the theme of precision. Each film focuses on a single craft, including rarely seen stages of the watchmaking process, with voice-overs that explain the artisans' processes in their own words.

In addition, visitors can watch live demonstrations of two key skills: perlage – the decorative technique used on watch components – and movement assembly. Moreover, those who wish to try their own hand at these skills will be invited to do so.

A Hands-on Educational Journey

For those wishing to deepen their understanding of watchmaking, 'The Precision Pioneer' exhibition is complemented by a Discovery Workshop presented by the Atelier d'Antoine. The workshop will be held



in a dedicated space inside the new Jaeger-LeCoultre flagship boutique. The boutique is located on the ground floor of WF Central, just three minutes' walk from the exhibition, with entrances on Wangfujing Street and from inside the mall.

Focusing on precision, this Discovery Workshop presents a great opportunity to discover why precision is crucially important at every stage of the watchmaking process. Participants in this dynamic and interactive Discovery Workshop will encounter many surprises, including the rare opportunity to try a key watchmaking skill with their own hands, guided by an expert from Jaeger-LeCoultre.

Art Meets Fine Watchmaking

A collaboration initiated by Jaeger-LeCoultre under its Made of Makers programme will be showcased as part of 'The Precision Pioneer'. Through collaborations with artists, designers and craftsmen from disciplines outside watchmaking, Made of Makers explores the dialogue that naturally exists between horology and art. The programme has, to date, embraced the visual arts, gastronomy and music.

Expressing 'The Precision Pioneer' theme through intriguing visual artworks, street light-painter Roy Wang will present four works commissioned by Jaeger-LeCoultre. Displayed in a specially constructed space on Wangfujing Street, three light-painting photographs and a stop-motion video will give passers-by a foretaste of the exhibition that awaits. A rising international light-painting star, Roy Wang blends traditional painterly techniques with cutting-edge technology to create pieces that transcend time and space. The artist will present live performances as he creates new light-painting works during the exhibition, which will also feature a photo-booth where visitors can try light-painting for themselves.

Visitors are invited to enrich their experience by pausing to enjoy a complementary refreshment in the Precision Atelier.

'The Precision Pioneer' will take place from 14 September until 3 October 2024 at The Green, WF Central in Dongcheng, Beijing and is open to the public free of charge from 11:00AM to 08:00PM from Monday – Thursday and from 10:00AM to 10:00PM from Friday – Sunday and holidays. Visitors may book guided tours on-site at the exhibition via a staff representative. Appointments for the Atelier d'Antoine Discovery Workshop should be made via a Sales Associate at the WF Central Boutique.

About 'The Precision Pioneer'

A core value since the company was founded in 1833, the quest for precision has particular significance at Jaeger-LeCoultre. The very foundations of the Maison rest on two of Antoine LeCoultre's crucial inventions: a tool that cut pinion teeth with unprecedented accuracy (1830) and the Millionometre (1844), the world's first instrument able to measure a micron. Both devices were to have a profound influence on the entire watchmaking industry. Within the Manufacture, research into precision has resulted in a series of breakthroughs, including the development of the first multi-axis tourbillon, known as Gyrotourbillon, and different forms of hairspring. (Jaeger-LeCoultre is one of



the very few watchmaking Maisons that produces its hairsprings in-house.) For complication calibres, the invention of the Duometre system ensures that isochronism (the regularity of the mechanism's 'heartbeat') is not compromised by operation of the complication. Since 1992, as a guarantee of reliability and timekeeping accuracy, Jaeger-LeCoultre certifies each eligible model as part of the development project, through its 1000 hours testing protocol – this unique program provides internal certification tests that far exceed official chronometry tests.

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 over 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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