



THE GOLDEN RATIO MUSICAL SHOW OPENS IN LONDON

A 4-DAY SOUND AND LIGHT SHOW CELEBRATING THE MATHEMATICAL EQUATION THAT DEFINES BEAUTY WITH AN ORIGINAL SOUNDTRACK COMPOSED BY TØKIO MÆRS

On 14 September, Jaeger-LeCoultre celebrated the British and European premiere of *The Golden Ratio Musical Show* at the 1931 Cinema. Designed in Art Deco style and set against the backdrop of Battersea Power Station, the specially created open-air setting is enhanced by the monumental architecture of one of London's most impressive Art Deco buildings.

Created by the Swiss fine watchmaking Maison as part of its mission to expand the cultural conversation around design and watchmaking, the immersive sound-and-light show tells the story of the Golden Ratio, the unique mathematical formula that defines aesthetic harmony. Open free of charge to the public, it is an invitation to discover the elemental links between the beauty found in nature and in the most pleasing of man-made objects – from art and architecture to fine watches, and in particular the timeless Art Deco design of the Reverso, which was created in 1931.

A spectacular digital show projected onto a giant screen of falling water overlooking the River Thames, *The Golden Ratio Musical Show* is amplified by a spellbinding soundtrack composed by the groundbreaking British musician TØKIO MÆRS and commissioned by Jaeger-LeCoultre through its Made of Makers programme of artistic collaborations.

On the evening of 14 September, Jaeger-LeCoultre hosted a private gala dinner, during which TØKIO MÆRS gave a live performance of his soundtrack during *The Golden Ratio Musical Show*, accompanied by the renowned Bourne Orchestra – a collaboration between musicians from the Royal Philharmonic Orchestra and the London Chamber Orchestra. He followed this with a concert of other selected works, complete with the special effects that make his live performances so compelling.

Among the guests were the award-winning actor Nicholas Hoult, Ambassador for Jaeger-LeCoultre, actors Mimi Keene, Finn Cole, Sonoya Mizuno and Gregg Sulkin. The British filmmaker and television presenter Reggie Yates was Master of Ceremonies for the evening.

The 1931 Cinema, located at Battersea Power Station on the south bank of the River Thames, and *The Golden Ratio Musical Show* offered the public the opportunity to experience design, craft and watchmaking in an entirely new cultural context.



About TØKIO MÆERS

Born in London with Jamaican heritage, TØKIO MÆERS (real name Torville Jones) grew up in a family where, he says, “music, dancing and personal expression were very important”. When he was nine, his father gave him a second-hand electronic keyboard and, he says, he “became completely obsessed”. His talent was rewarded with a scholarship to the Royal College of Music. TØKIO MÆERS’ big break came when he won the 2017 edition of *Britain’s Got Talent* and signed a recording contract with Simon Cowell at Syco Entertainment. He released his debut album *Our Generation* in 2018, reaching #4 in the Official UK Album charts and is certified GOLD, the first pianist to do so since the legendary Robert Miles. TØKIO MÆERS has supported many artists including Kanye West, the late Amy Winehouse, Sting, John Legend, the soul-funk band Mr. Hudson & The Library and 2Cellos. He won ‘Breakthrough Artist of the Year’ at the Classic BRIT Awards and produced the official anthem for the Commonwealth Games. TØKIO MÆERS has performed sellout UK tours and international shows including a sellout show at the MGM Grand Arena in Las Vegas, and been invited by the Sheikh of Dubai to perform at the Official Opening of the Burj Al Arab. TØKIO MÆERS was most recently invited to perform two Headline shows for FIFA at the Qatar World Cup late last year. His solo piano album is due for release later this year and his second electronic/cinematic album *Our Generation II* is due for release in early 2024.

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 1,300 different calibres and the award of more than 400 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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