



‘THE PRECISION PIONEER’ OPENS IN BEIJING

AN IMMERSIVE EXHIBITION EXPLORING MORE THAN 190 YEARS OF INGENUITY AND INVENTIVENESS

Key Facts:

- *Global Ambassador Jackson Yee, Friend of the Maison Wang Shun, Zhang Ziyi, Gigi Leung, Chilam Cheung, Zhu Zhu, Wang Xingyue, Karena Ng among the guests at the private opening night celebration of ‘The Precision Pioneer’*
- *Hypnotic artworks by street light-painter Roy Wang and a menu created by Michelin-starred chef Himanshu Saini, collaborations under the Made of Makers programme*
- *Historic timepieces and archive materials, star models from Watches and Wonders Geneva 2024, and the global launch of two new limited-edition high-complication timepieces*

Beijing, September 14, 2024 - Swiss watchmaking Maison Jaeger-LeCoultre celebrated the Asian premiere of ‘The Precision Pioneer’ exhibition at The Green, Wangfujing Central in Beijing. Showcasing almost 200 years of heritage and innovation, the exhibition invites the public to discover how the pursuit of precision has advanced the art and science of fine watchmaking.

A Night to Remember

To open this remarkable exhibition, Jaeger-LeCoultre was honoured to welcome global Ambassador Jackson Yee and Friend of the Maison Wang Shun, as well as acclaimed Zhang Ziyi, Gigi Leung, Chilam Cheung, Zhu Zhu, Wang Xingyue, Karena Ng, during a private celebration.

Honouring Precision through Art and Cuisine

Adding to the opening night celebration, Chinese street light-painting artist Roy Wang performed a live light-painting show with one of his signature motifs – the dragon. During his live demonstration, a spectacular light show accompanied the performance, setting the stage for an immersive experience. This light show will also be featured every evening throughout the exhibition’s duration. Four specially commissioned artworks by Roy Wang will also be displayed during the exhibition, in a standalone installation on Wangfujing Street.

The Maison also commissioned the two-Michelin-starred chef Himanshu Saini to create a special menu of tasting bites paired with perfectly matched beverages, inviting guests to embark on a culinary journey blending ingredients of the Vallée de Joux with flavours from the subcontinent at the Precision Atelier.



Both collaborations were commissioned by Jaeger-LeCoultre under its Made of Makers programme – a series of artistic partnerships that expands the dialogue between watchmaking and other art forms.

Two New Limited-Edition Timepieces Revealed

The exhibition also marks the global launch of two new limited-edition, high-complication watches that showcase exquisite decoration by the craftsmen of Jaeger-LeCoultre's Métiers Rares™ atelier.

The Master Hybris Artistica Calibre 945, features a hand-engraved bezel and three-dimensional dragons on the dial, complementing the Northern Hemisphere sky vault, the Cosmotourbillon that orbits the dial in one sidereal day, and an integrated minute repeater. The Master Hybris Artistica Calibre 184 reinterprets the Gyrotourbillon 5 with a new dial design featuring black Grand Feu enamel with a pattern of fine golden lines, and a smoky black, semi-transparent sapphire that allows an intriguing glimpse of the discs of the perpetual calendar.

A Journey Through Time and Precision

Created by Jaeger-LeCoultre as part of its mission to expand the cultural conversation around fine watchmaking, 'The Precision Pioneer' offers visitors a deep immersion into the art and science of precision in fine watchmaking. The story of precision reveals the depths of Jaeger-LeCoultre's rich heritage, craftsmanship and pioneering spirit, from the invention of the first pinion-cutting machine to the development of the Duometre concept. Visitors are invited to discover La Grande Maison's quest for precision in four chapters: The Precision of Production and Decoration, The Precision of Chronometry, The Precision of Regulating Organs and The Precision of Complications.

A Celebration of Craftsmanship and Hands-on Watchmaking Experiences

A cinema space within the exhibition is dedicated to the 180 skills mastered within Jaeger-LeCoultre's fully integrated Manufacture, showcasing essential aspects of the art and craft of watchmaking that have particular relevance to the theme of precision. *In the Making* is a series of short films that take viewers behind the scenes at the Manufacture, each focusing on a single craft: design, production, finishing, assembly and ornamentation.

In addition, visitors can watch live demonstrations of two key skills: perlage and movement assembly, and those who wish to try their own hand at these skills will be invited to do so. For those seeking an even deeper understanding of watchmaking, 'The Precision Pioneer' offers hands-on educational workshops at the Atelier d'Antoine in the newly opened flagship boutique, located just three minutes' walk from the exhibition. Discovery Workshop sessions at the Atelier d'Antoine are available to all visitors by appointment.



Location, Opening Hours and Admissions

'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 on Friday – Sunday and on 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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