



'THE PRECISION PIONEER' TRAVELS TO THE HEART OF DUBAI

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

Key Facts :

- A story of ingenuity and inventiveness in four chapters: the pursuit of precision for almost two centuries
- A celebration of craftsmanship and a rare opportunity to join hands-on watchmaking workshops
- Art and Gastronomy meet fine watchmaking in two collaborations under the Made of Makers programme

This May, through a richly immersive experience staged in Dubai, 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 in April, the UAE is the first stop on a world tour. Located at The Space at ICD Brookfield Place in DIFC, 'The Precision Pioneer' is open to the public free of charge and will run from 7–19 May 2024.

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:

- Hands-on watchmaking Discovery Workshops;
- A space devoted to the video series 'In the Making', which reveals the secrets of many skills practised in Jaeger-LeCoultre's integrated Manufacture;
- A live demonstration of key stages in watchmaking production;
- The Precision Atelier, serving a menu of bites and paired beverages created exclusively for Jaeger-LeCoultre by two Michelin-starred chef Himanshu Saini;
- A series of new light-painting works created under the latest Made of Makers programme;
- An exceptional new limited-edition watch that will make its world debut.

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

A core value since the company was founded by Antoine LeCoultre in 1833, the quest for precision has particular significance at Jaeger-LeCoultre. A prolific inventor as well as a visionary watchmaker, the founder of La Grande Maison was obsessed with precision and several of his inventions, including the



first pinion-cutting machine, were to have 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, while modern technological aids to precision have turned core stages of the watch production process into an exact science, 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 imbues a fine mechanical watch with its ineffable soul.

'The Precision Pioneer' celebrates the magic of mechanical watchmaking. The exhibits will include rarely seen archive materials, as well as components that allow insight deep inside watch mechanisms. Alongside a collection of remarkable historic timepieces, highlights of the current collection will include the new Duometre models launched at Watches and Wonders Geneva 2024, and the global launch of a new high-complication watch. Revealing the intellectual rigour and technical ingenuity that lie at the very foundation of watchmaking, the exhibition tells the intriguing story of precision in four chapters.

The Precision of Production and Decoration tells the origin story of how the Maison's founder translated his obsession with precision into inventions that were to lay the foundations for the modern watchmaking industry. It reveals how the founder's spirit has driven the Manufacture for almost two centuries, harnessing cutting-edge technologies to enhance and complement the irreplaceable value of precise hand-craftsmanship. This chapter also explores the high-precision crafts employed in the decoration and finishing of movements and dials. **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. Chronometry means, simply, timekeeping accuracy, and this chapter reveals the deep research that must be undertaken to compensate for the challenges that a wristwatch faces during daily wear.

The Precision of Regulating Organs reveals the vital role of the regulating organ (namely, the balance wheel and hairspring). This is the beating heart of the watch that we find so fascinating to observe – and the regularity of that heartbeat, known as isochronism, is crucial to accurate timekeeping. Visitors will discover Jaeger-LeCoultre's ceaseless research into the ideal forms of hairsprings and tourbillons, which have resulted in many patented inventions. **The Precision of Complications** explores why the addition of complications (additional functions, such as calendars, chronographs or minute repeaters) is a fundamental challenge to timekeeping precision because operating a complication disrupts the perfectly regular flow of energy from the mechanism's barrel to its regulating organ. This chapter demonstrates how Jaeger-LeCoultre's watchmakers have mastered the precision of complications and invented the Duometre system, which ensures that the operation of a complication has no impact on the timekeeping function.



A Hands-on Educational Journey

Revealed at Watches & Wonders Geneva 2024, Jaeger-LeCoultre is pleased to count a new Discovery Workshop to be offered by the Atelier d'Antoine. Focusing on precision – a pillar of the Maison since it was founded in 1833 – this programme presents a great opportunity to discover why precision is crucially important at every stage of the watchmaking process.

As its name suggests, the Precision Pioneer Discovery Workshop reveals the true meaning of precision in watchmaking, the challenges that mitigate against it, and the exceptional degree of skill required to achieve precision at the highest level. Rarely showcased in its own right, precision is fundamental to every stage of the watchmaking process from raw materials to finished timepieces. Participants in this dynamic and interactive Precision Pioneer 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. The Precision Pioneer Discovery Workshop will be available to all visitors by appointment.

A Celebration of Craftsmanship

Showcasing the 180 skills housed under one roof at the Manufacture Jaeger-LeCoultre, a space within the exhibition is dedicated to aspects of the craft and art of watchmaking that have particular relevance to the theme of precision. 'In the Making' is devoted to a series of short films that take viewers behind the scenes, each focusing on a single craft, including rarely seen stages of the watchmaking process, with voiceovers that explain the artisans' processes in their own words. In addition, visitors can watch live demonstrations of two key skills: profile turning (known as blanking) and movement assembly.

Art and Gastronomy Meet Fine Watchmaking

Two collaborations initiated by Jaeger-LeCoultre under its Made of Makers programme will also be showcased as part of the exhibition. 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.

Translating the concept of 'The Precision Pioneer' yearly thematic into a captivating sensory journey, the Made of Makers programme commissioned the two-Michelin-starred, Dubai-based chef Himanshu Saini to create the Precision Atelier, a new gastronomic experience dedicated to the science of ingredients. The Precision Atelier offers a specially created menu of tasting bites matched to perfectly paired drinks, that take guests on a true adventure in taste and texture – a fascinating journey through layers of precisely blended and balanced flavours that evolve on the palate, with the added surprise of familiar ingredients taking on unexpected textures.



Jaeger-LeCoultre will also unveil the latest Made of Makers collaboration during the exhibition: a series of works by one of the world's rising stars in the art of light-painting.

Opening Hours and Admission:

'The Precision Pioneer' exhibition will occur from 7–19 May 2024 at The Space, ICD Brookfield Place, DIFC. Open to the public free of charge, from 11am to 10pm on weekdays and 10am to 10pm on weekends. Visitors may register online in advance at <https://bit.ly/PrecisionPioneerDubaiVisit> or on arrival. Appointments for guided tours and the Precision Pioneer discovery workshop should be made online at <https://bit.ly/PrecisionPioneerDubaiWorkshop>.

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 Milliomometer (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 Gyrotourillon, 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 1,300 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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