



‘PRECISION MAKER’ – A NEW ATELIER D’ANTOINE PROGRAMME DEVOTED TO PRECISION

**A RARE OPPORTUNITY TO DISCOVER THE INSIDE STORY OF WATCHMAKING
FROM A DIFFERENT PERSPECTIVE**

Key facts:

- Inviting the public to explore the story of fine watchmaking from the inside
- A new programme reveals the art and science of precision
- The Atelier d’Antoine initiative expands around the world

In line with Jaeger-LeCoultre’s 2024 theme – ‘The Precision Maker’ – The Atelier d’Antoine continues to enrich its programme of hands-on educational experiences. A new series of Discovery Workshops and Manufacture Visits takes participants on a journey of discovery that reveals the profound importance of precision in every aspect of fine watchmaking.

Sharing the Inside Story of Watchmaking with a Wider Audience

Named in honour of the Maison’s founder, the Atelier d’Antoine initiative is driven by Jaeger-LeCoultre’s commitment to sharing the art and science of watchmaking with wider audiences. Its themed programmes offer the general public – collectors, curious enthusiasts, and complete novices alike – an incredible opportunity to immerse themselves in the world of fine watchmaking.

The **Discovery Workshops** are a new way to discover the inside story of how fine Swiss watches are born and made. Hosted by an instructor and a technical expert from the Manufacture and limited to a maximum of eight participants, each workshop is dedicated to a specific theme and blends academic education and hands-on experience in a dynamic format that encourages constant interaction.

Participants have the option of deepening their knowledge by combining a Discovery Workshop with a guided **Manufacture Visit** focused on the same theme – a rare opportunity to explore the heart of a fully integrated watchmaking Manufacture.



A Deep Dive into the Fascinating World of Precision

In 2024, Jaeger-LeCoultre is pleased to announce a new programme 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 Maker' programme 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 Discovery Workshop will encounter many surprises:

- The powerful technology that transforms raw metal into micron-accurate shapes;
- The extraordinarily precise hand gestures involved in finishing components and assembling calibres;
- The rigorous testing processes to ensure the optimum performance of every watch;
- The discovery of the measuring tools – both historic and state-of-the-art – that the Manufacture's engineers and watchmakers use every day;
- The opportunity to discover the mysteries of the tourbillon as never before.

The 'Precision' Manufacture Visit will take guests on a two-hour guided tour of the Jaeger-LeCoultre Manufacture, which includes several workshops that are rarely opened to visitors. Highlighting the exceptional value of being a fully integrated Manufacture, the visit will begin with an exploration of how the relentless pursuit of precision has changed the course of the Manufacture's long history and, in some cases, of the watchmaking industry as a whole. It will lead guests through key points in the watchmaking journey from raw materials to finished timepieces – from industrial and technology-driven processes to the fine manual crafts of pre-assembly and the romance and magic of high complications – discovering areas of expertise that are normally hidden from public view.

Expanding the Atelier d'Antoine Initiative

The heart of the Atelier d'Antoine is a specially designed space within the original historic Manufacture building in the heart of Switzerland's Vallée de Joux. In line with Jaeger-LeCoultre's desire to welcome more people into the world of fine watchmaking, The Atelier d'Antoine is also expanding to other locations around the globe. Today, the flagship boutiques in Shanghai and New York incorporate an Atelier d'Antoine space dedicated to hosting the Discovery Workshops. Similarly, the new flagship boutiques in Dubai and Beijing – both due to open this year – will feature dedicated spaces. The new Precision Maker Discovery Workshop will be among the different themes presented at various times



throughout the year. The Atelier d'Antoine also forms part of Jaeger-LeCoultre's major travelling exhibitions, subject to the location.

Reservations for The Atelier d'Antoine can be made online at online-booking.jaegerlecoultre.com – where visitors can also discover more about The Atelier d'Antoine and the opportunities it offers. Bookings in New York can be made online or at the flagship boutique.

The new Atelier d'Antoine 'Precision Maker' programme will be an unforgettable experience for those wishing to learn more about what goes into creating a fine watch in the 21st century.

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.

The Precision Maker

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. 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. For Jaeger-LeCoultre the pursuit of precision is a central tenet of the Maison since it was established and will continue long into the future.

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