



INTRODUCING

THE IMAGE TELLERS HUSSAIN ALMOOSAWI & MONA ALGWAIZ

A NEW ARTISTIC COLLABORATION UNDER JAEGER-LECOULTRE'S
MADE OF MAKERS PROGRAMME™ REINVENTING PHOTOGRAPHY

KEY FACTS:

- **Reinventing the 8th Art:** imagining the future of photography in an era where images can be generated as easily as they are captured
- **A dialogue across time:** Hussain AlMoosawi's photography anchors memory and origin, while Mona Algwaiz's AI-assisted digital practice projects heritage into speculative futures
- **'Bridge in Time':** five immersive artworks inspired by historic Arabic architectural symbols, where past, present and future coexist

In 2026, photography marks its bicentenary - yet in the age of AI, image-making has never been more challenged. Hussain AlMoosawi, Emirati photographer and Mona Algwaiz, Saudi Artificial Intelligence digital artist, bring their creative talent to Jaeger-LeCoultre's Made of Makers™ programme. In their commissioned series, Hussain AlMoosawi's photographs capture traditional Middle Eastern design codes - from architecture and ornament to urban details - which Mona Algwaiz then projects into speculative, futuristic environments through her digital practice.

PUSHING FURTHER THE BOUNDARIES OF CLASSICAL ARTS

The Made of Makers™ programme draws a parallel between the worlds of horology and art, fostering collaborations with artists, designers, and craftsmen from disciplines outside watchmaking, who share the Maison's values of creativity, expertise, and precision. The programme challenges the perception of classical arts as static or bound to the past, instead emphasising their continuous reinvention and honouring them as a leading source of creativity today. Just as today's classics were once seen as radical at their inception, the Made of Makers™ programme explores how traditional forms and techniques can be reinvented through new materials and media, offering a fresh perspective on the dialogue between past and present. Like the watchmakers of La Grande Maison, these artists respect tradition as a foundation for creativity, while pushing boundaries and exploring new horizons, highlighting how both watchmaking and classical art express human creativity, reflect the culture of an era and trigger emotions.

To date, the Made of Makers™ community has embraced the worlds of contemporary visual art, gastronomy, music and perfumery – with artists including Zimoun (Switzerland), Michael Murphy (USA), Guillaume Marmin (France), lettering artist Alex Trochut (Spain/USA), pastry chef Nina Métayer (France),



mixologist Matthias Giroud (France), digital media artist Yiyun Kang (Korea), musician TØKIO M¥ERS (UK), multi-media artist Brendi Wedinger (USA), Chef Himanshu Saini (India), street light-painter Roy Wang (China), architect Abdalla Almulla (UAE), perfumer Nicolas Bonneville (France), designer Khalid Shafar (UAE), *chef-chocolatier* Mathieu Davoine (France/Switzerland), and animation film director Jackie Wang (China) and webcomic designer Lily May Catan/Olivecoat (Philippines). This new collaboration with Hussain AlMoosawi and Mona Algwaiz (UAE) adds the interpretation of photography to the Made of Makers™ portfolio.

FROM PHOTOGRAPHY TO IMMERSIVE PICTURING

Photography stands here as a point of origin: a medium of observation that captures real places, architectural forms and lived environments, anchoring memory in the present. From these tangible fragments of reality, a second layer of creation unfolds.

Through AI-assisted digital practices, the image is not altered or replaced, but expanded. It becomes immersive: no longer a surface to be viewed, but a space to be entered. Architecture stretches beyond its physical limits, time folds into itself, and familiar forms are projected into speculative futures.

This process gives rise to what the artists describe as immersive picturing: an approach where photography evolves into a layered visual experience, constructed across time. The future does not erase the past; it grows from it. Past, present and future coexist within a single visual continuum, mirroring the Maison's watchmaking philosophy - one in which heritage is not preserved in stasis, but continuously reimagined.

THE IMAGE TELLERS

An Emirati multidisciplinary creative, Hussain AlMoosawi brings over 20 years of experience across design, photography, and visual journalism. Over the course of his career, he kept pursuing an ongoing quest to rediscover the UAE's urban landscapes, systematically documenting its often-overlooked modern architecture.

A Saudi engineer and digital artist, Mona Algwaiz explores the intersection of artificial intelligence, cultural heritage, and speculative design. Through her practice, she reimagines landscapes, architectural forms, and collective memory, transforming familiar environments into futuristic visual narratives. She develops her practice at the crossroads of technology, design, and cultural storytelling, reshaping Saudi Arabia's built and natural environments into new futures.

'BRIDGE IN TIME': FIVE COMPOSITE IMAGES WHERE PAST AND FUTURE COEXIST

With 'Bridge in Time', Hussain AlMoosawi and Mona Algwaiz give a new perspective to the 8th art by creating immersive compositions where past and future flow into one another. By confronting archival motifs with imagined cityscapes, their work stages a dialogue between continuity and transformation: how can cultural heritage be preserved while embracing innovation and new tools such as AI? This echoes the



mission of the Maison: to protect an identity built over two centuries while continuously reinventing its forms, materials and techniques. The result is a set of composite images where past and future coexist within the same visual plane.

The Courtyard (Bab Al Shams): a space of hospitality and gathering, central to collective life.

The Threshold (Expo Portal): a moment of passage, marking intention and transition into reflection.

The Bridge (Infinity Bridge): a symbol of connection and transmission between generations.

The Coral Wall: rooted in the historic use of coral stone in the UAE coastal architecture, reimagined as a living form of architecture embodying memory, resilience and regeneration, bridging sea and land.

The Mosque (Mosque of Light): a place of orientation and rhythm, anchoring time through spirituality and unity.

A PUBLIC ART INSTALLATION IN DUBAI

‘Bridge in Time’ will be presented as a public art installation at Nad Al Sheba Square, a vibrant open-air destination known for its homegrown concepts and cultural energy. Conceived as a curated journey, the installation will showcase the five artworks by Hussain Almoosawi and Mona Algwaiz, alongside a selection of Reverso timepieces. Open to the public from Iftar onwards, from March 5th until Eid Al-Fitr.

ABOUT HUSSAIN AL MOOSAWI

An Emirati multidisciplinary creative, Hussain AlMoosawi brings over 20 years of experience across design, photography, and visual journalism. After obtaining a BA from Queensland College of Art in 2007, he began his design career working with The Letter D and the Museum of Brisbane. He later completed an MA in Communication Design at Swinburne University in Melbourne, where he also documented several of the city’s urban typologies. Upon returning to the UAE in 2013, he served as an infographic artist and content creator for The National and other media platforms under Abu Dhabi Media. In parallel, he has pursued an ongoing quest to rediscover the UAE’s urban landscapes, systematically documenting its often-overlooked modern architecture.

ABOUT MONA AL GWAIZ

A Saudi engineer and digital artist, Mona Algwaiz explores the intersection of artificial intelligence, cultural heritage, and speculative design. Through her practice, she reimagines landscapes, architectural forms, and collective memory, transforming familiar environments into futuristic visual narratives. Working primarily with AI-driven tools, she develops immersive digital compositions that merge tradition with forward-looking aesthetics, positioning heritage not as a static reference but as a living foundation for future imaginaries. Recognized for a series of visionary projects - from speculative desert architectures to imagined cultural spaces - Mona Algwaiz continues to develop her practice at the crossroads of technology, design, and cultural storytelling, reshaping Saudi Arabia’s built and natural environments into new futures.



ABOUT MADE OF MAKERS™

The Made of Makers programme brings together a community of artists, designers and craftsmen from a variety of disciplines outside watchmaking. Expanding the dialogue that exists between horology and art, the programme is founded on the core principles that have always defined La Grande Maison: creativity, expertise and precision. It focuses on world-class creators who share the Maison's values and whose work explores new forms of expression through different and often unexpected materials and media. Each year, new works commissioned through the programme animate the exhibitions that Jaeger-LeCoultre stages around the world, amplifying the chosen theme and creating new opportunities for audiences to engage and to become part of the wider conversation about art, craft and design.

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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