

EVENTS/CAUSES

Hublot boosts Latin American relations with latest artist collaboration

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Hublot Loves Art, Cruz-Diez timepiece

By STAFF REPORTS

Swiss watchmaker Hublot is celebrating the 2015 instillation of Art Basel Miami Beach Dec. 3-6 with the launch of an artist-designed Classic Fusion timepiece.

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For its Hublot Loves Art effort, a recurring initiative that pairs the watchmaker with artists, Hublot partnered with Franco-Venezuelan artist Carlos Cruz-Diez. Given the popularity of Art Basel, the watch may serve as a unique keepsake for attendees, while art collectors may see Hublot Loves Art as an accoutrement to an existing collection that may feature pieces by the partnered artist.

Color wheel

The Hublot Loves Art collaboration was celebrated at an Art Basel Miami kick-off party Nov. 30 with VIP guests in attendance. The Miami Design District event also doubled as an unveiling for the three limited-edition Classic Fusion Cruz-Diez timepieces.

Mr. Cruz-Diez is a key representative of kinetic-optic art, an artistic movement which calls for "an awareness of the instability of reality." Movement and space are at the center of kinetic-optic art, and has resulted in Mr. Cruz-Diez being considered one of the great color theorists of the 20th century.

For his collaboration with Hublot, Mr. Cruz-Diez adapted his "Chromointerference (1964)" for three timepieces. Each of the watches have colored lines that have been printed on the dials, and superimposed over these designs is a mobile black frame that moves every minute.

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New Classic Fusion #CruzDiez. Hublot celebrates the Franco-Venezuelan artist Carlos Cruz-Diez, one of the leading...

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This allows for a change of color perception when the watch is moved. The dial also offers a harmonious show of different colors over a 12-hour period, and then the cycle begins again.

Each of the watches is 45mm in diameter, and they are available in versions of 18-karat King Gold, black ceramic or platinum Tourbillon. The latter is limited to 10 pieces.

The Classic Fusion Cruz-Diez timepiece series will be sold exclusively at the Hublot Galerie in Miami's Design District and Hublot's Venezuela boutique.

Hublot opened its Design District outpost during last year's Art Basel Miami Beach.

The opening of the watchmaker's Hublot Galerie in Miami's up-and-coming Design District marks Hublot's fourth boutique in the state of Florida. During Art Basel Miami Beach, the city is flooded with affluent art enthusiasts, so opening shop during this time likely melded with the events unfolding for the annual art festival.

At time of opening, Hublot hosted a soiree with honored guests, including brand ambassador and Olympic runner Usain Bolt, CEO Ricardo Guadalupe and artist Mr. Brainwash, who created a special limited-edition timepiece for the occasion.

The collaborative wristwatch, Hublot's Big Bang Unico, features brightly colored paint splatters around the dial ([see story](#)).

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