

EVENTS/CAUSES

## Audemars Piguet expresses passage of time through Art Basel collaboration

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*Audemars Piguet booth at Art Basel; image courtesy of Sebastian Errazuriz*

By STAFF REPORTS

Swiss watchmaker Audemars Piguet is translating elements of nature and horology into art for its branded booth at the Hong Kong edition of Art Basel.

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The brand worked with artist Sebastian Errazuriz on its VIP lounge, which is intended to provide a place of calm amid the chaos of the art fair. From its beginnings, Audemars Piguet has communicated its own artistry through creative collaborations, making the parallels between craft and craftsmanship.

### World tour

For his work for the watchmaker, Mr. Errazuriz thought about the broader idea of time, which led him to think of changing seasons. Taking this approach, he then decided to focus on the transitions that water undergoes with altered temperatures, as it freezes, thaws and freezes again.

Bringing his vision to life, he used cement to represent rocks, slabs of clear acrylic to create icy latticework and mirror to reflect the other elements as well as attendees.

Audemars Piguet followed the journey of the booth's design from its concept in Le Brassus to its fabrication in New York and its eventual assembly in Hong Kong through film.

### *From Le Brassus to Hong Kong - Audemars Piguet @ Art Basel 2016*

On camera, Mr. Errazuriz explains how he tests his ideas. He will place the concept on his studio wall, and then wait for time to pass, seeing if he is still moved by it after a handful of months.

The artist also talks about the challenge of designing the booth, trying to balance the natural inspiration of Le Brassus with the brand's watchmaking, which needed to be the star. Within the booth, a sound room lets guests listen to a selection of mechanical chiming watches.

The resulting space is intended to be a place where attendees can stop and think about time.

Art Basel opened March 24 and will run through March 26. Audemars Piguet's booth will travel to the future editions in Basel, Switzerland in June and Miami Beach in December.

Whether or not they participate in the show itself, luxury brands frequently play to the Art Basel atmosphere for

artistic initiatives.

Four Seasons Hong Kong is getting in on the Art Basel action by setting up a pop-up exhibit on its sixth floor.

Working with Cat Street Gallery, the property will be showcasing the work of emerging local artists from the "Back to the Future" collection. Giving consumers a well-rounded artistic experience, guests can turn their nails into wearable art with a corresponding beauty service ([see story](#)).

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