

JEWELRY

Blancpain pops up at Zurich Airport to promote ecological cause

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Blancpain's exhibit at Zurich Airport

By STAFF REPORTS

Swiss watchmaker Blancpain is raising awareness for its oceanic heritage and the need to protect marine life through an exhibit at Zurich Airport.

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Coinciding with the launch of its Ocean Commitment II timepiece, Blancpain is hosting a month-long display at the Zurich Airport Airside Center. This highly trafficked part of the airport sees 1.7 million visitors a month, making this placement a strategic move on Blancpain's part to reach the largest possible audience with its ecological message.

On the ocean

Blancpain's exhibit features three sections. One delves into the watchmaker's long history with the sea, including its creation of the Fifty Fathoms diving watch more than 60 years ago.

A second section covers the research conducted on Blancpain-sponsored expeditions, revealing the scientific results of these ventures.



Blancpain exhibit at Zurich Airport

Rounding out the display is a series of photographs that showcase the biodiversity that exists underwater, looking to

raise awareness for the need to preserve this life.

This exhibit marks the first time that the Blancpain Ocean Commitment II watch will be on display in Switzerland. For each of the 250 limited-edition timepieces sold, Blancpain will donate 1,000 euro, or about \$1,069, to scientific exhibitions.



Blancpain's Ocean Commitment II timepiece

The exhibit will be up until Feb. 12.

During a press event at the exhibit, Blancpain shared a preview of the film "Antarctica, in the Footsteps of the Emperor Penguin," which traces the Gombessa III Antarctica expedition sponsored by the brand.

Alongside Luc Jacquet, director of "March of the Penguins," and a team of artists, including photographers Laurent Ballesta and Vincent Munier, the brand went to Antarctica to capture images of the damage wrought due to climate change. Environmentalism is perhaps the premier concern among the global population today, and working to fight it showcases Blancpain's brand values and positions it as a leader in key issues of our time ([see story](#)).

The documentary will premiere on Arte on Jan. 28, with additional screenings on Jan. 29 and March 10.

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