

WATCHES AND JEWELRY

Piaget digs into gold in Art Dubai exhibit

March 19, 2019



Piaget is exploring gold at Art Dubai. Image credit: Piaget

By STAFF REPORTS

Swiss jeweler Piaget is delving into its relationship with gold and art in an exhibit at Art Dubai 2019.

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"L'Art de L'Or," or "The Art of Gold," will bring together jewelry, art pieces and experiences in a customized booth outfitted in golden walls. The exhibit reflects Piaget's 2019 theme of the "Year of Shine" through commissions and its metallic focus.

Gold rush

Piaget was founded in the 1940s by Georges-Edouard Piaget, who preferred to only use gold or platinum for his watches. A few decades later, Yves G. Piaget began to acquire goldsmiths in the 1960s.

The brand also has a long history with art, having collaborated with Salvador Dal and Andy Warhol on custom pieces and lines. Among the creations for Mr. Dal were cufflinks that incorporated the artist's minted gold coins that featured a portrait of his wife Gala.

Along with Piaget's Sunlight Escape high-jewelry line and its Possession collection, the exhibit will feature the Dali d'Or, the artist's coins.

Piaget also commissioned an installation from French artist Pierre Bonafille, which will be on view at the exhibit.

Piaget worked with Pierre Bonafille for its Art Dubai stand

Visitors will be able to check out demonstrations by calligrapher Julien Breton, who uses light to spell in Arabic. His gestures are then translated into digital formats.

Piaget previously dove into its joie de vivre for a colorful exhibit at Art Dubai in 2017 ([see story](#)).

For the past few years, the jeweler has been a lead partner of the art fair, which will see galleries from 41 countries gather at Dubai's Madinat Jumeirah hotel from March 20 to 23 this year. The 2018 event gathered more than 28,000 visitors, giving Piaget a large, affluent audience to showcase its artistry.

"Piaget was one of the first international jewelers to come to the Middle East region 60 years ago," said Chabi Nouri,

CEO of Piaget, in a statement. "Today, we continue to have a strong emotional link to the region.

"This year's presentation at Art Dubai embodies the hallmarks of Piaget: it is colorful and joyful with a strong focus on gold," she said. "We hope that you feel immersed in the radiance of our exhibition and feel uplifted by the luxurious and golden surroundings.

"We invite everyone to experience the undeniable beauty of gold as well as Piaget's finest craftsmanship."

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