

WATCHES AND JEWELRY

## Jaquet Droz supports Swiss painters' "artistic pilgrimage"

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*Jaquet Droz is supporting Muga & Ghost's Urban Odyssey project. Image courtesy of Jaquet Droz*

By STAFF REPORTS

Swiss watchmaker Jaquet Droz is leaning into its heritage of art patronage with the sponsorship of a local duo's global project.

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Artists Jeremy Ferrington and Joanne Faivre, who go by Muga & Ghost, have spent three years painting murals in locations around the world. Jaquet Droz was attracted to the artists due to a shared heritage and elements of its own traveling history.

International tour

Muga & Ghost's studio is in La Chaux-de-Fonds, Switzerland, the same town where Jaquet Droz's workshop is located.

For their multi-year mural project, Muga & Ghost started with the idea of founding myths, delving into local cultures to depict these stories in street art. During their journey, the artists painted murals in India, Morocco, Scotland and Mexico.

In southern India, the artists painted their interpretation of the Hindu god Matsya. As part of their process, they immersed themselves in local culture for 10 days.

Muga & Ghost's trip to Mexico resulted in a mural of the serpent god Quetzalcoatl.

A documentary about Muga & Ghost's travels, titled "Urban Odyssey" after the project's name, follows the artists as they venture to the different locations.

*Jaquet Droz is supporting Urban Odyssey*

Founded in 1738, Jaquet Droz has a longstanding tradition in artistic crafts including painting, engraving and gem setting. Over the years, the brand has collaborated with artists on pieces for museums, and the house's pieces have been the subject of exhibitions.

The watchmaker even developed a dedicated museum-like Web site to pay homage to its founders by showcasing

timepieces from throughout its heritage.

Jaquet Droz's Gallery of Marvels takes watch enthusiasts through various types of timepieces to build awareness about the watchmaker's history. Housing content in a single location allows for greater exposure, especially for a smaller watch manufacturer ([see story](#)).

The watchmaker also sees parallels between Muga & Ghost's journey and its founder's own travels. Pierre Jaquet-Droz took his creations to destinations as far as Russia and China in the 1750s, taking the brand beyond Switzerland.

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