

WATCHES

Swiss watchmaker Audemars Piguet opens new "living" museum combined with production workshops

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The Muse Atelier Audemars Piguet in Le Brassus unifies the original workshop created by Audemars Piguet's founders in 1875 with a new glass structure that is made up of two spirals that integrate into the landscape. Image courtesy of Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Audemars Piguet has opened its new museum to public, showcasing watches and the craftsmanship that goes into making them.

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The Muse Atelier Audemars Piguet in Le Brassus unifies the original workshop created by Audemars Piguet's founders in 1875 with a new glass structure that is made up of two spirals that integrate into the landscape. Nearly 300 watches will be co-located with two production workshops, creating a living museum.

"The Muse Atelier honors the Audemars and Piguet families who were part of a very long tradition of watchmaking," said Sbastian Vivas, Audemars Piguet's heritage and museum director, in a statement.

"The new space, together with the traditional workshop, make for the perfect meeting place where visitors can engage with us and our watchmakers, whilst learning about the brand and the history of watchmaking in the region," he said.



Interiors of the Muse Atelier Audemars Piguet in Le Brassus, Switzerland. Image courtesy of Audemars Piguet

Art of time

The **museum** will let visitors delve into the history of watchmaking in the Valle de Joux and explore the creation of the brand's timepieces, all crafted in Le Brassus.

The new building replaces an earlier version of the museum that was housed on the same location from 1992 to last year. Its architecture is based on archival materials, incorporating traditional aspects with a forward-thinking vision.

The Muse Atelier also houses the Audemars Piguet Foundation, which has contributed to forest conservation through environmental protection and youth awareness-raising programs since 1992, the watchmaker said.

As part of its cultural mission, the Muse Atelier will exhibit artworks created by contemporary artists that were commissioned by Audemars Piguet.

For the opening of the museum, Audemars Piguet is exhibiting commissioned artworks lent by longstanding friends of the brand Dan Holdsworth, Quayola and Alexandre Joly that reflect the creative exchange that the brand has fostered between haute horlogerie and contemporary art since 2012, the company said.



Audemars Piguet watch closeup. Image courtesy of Audemars Piguet

Meanwhile, the museum building itself is made keeping in mind the impact on the environment.

Architectural firm Bjarke Ingels Group (BIG) designed the new energy-efficient building.

"Unlike most machines and most buildings today that have a disconnect between the body and the mind, the hardware and the software, for the Muse Atelier Audemars Piguet we have attempted to completely integrate the geometry and the performance, the form and the function, the space and the structure, the interior and the exterior in a symbiotic whole," said Bjarke Ingels, founder and creative director of BIG, in a statement.

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