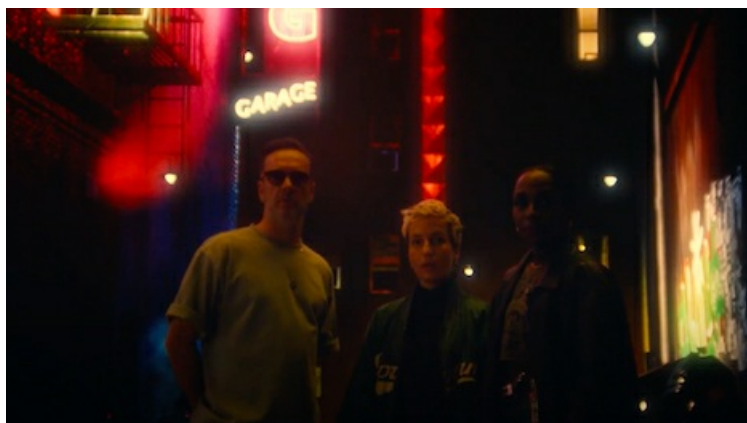


WATCHES AND JEWELRY

Audemars Piguet highlights music, creativity in collaborative series

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Musical artists Jeanne Added and Tshegue are featured in latest installment in the "180" series. Image credit: Audemars Piguet

By KATIE TAMOLA

Swiss watchmaker Audemars Piguet has debuted its newest installment of its "180" series, which enlists performers to collaborate on original tracks blending together musical styles.

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"Paradise" is the latest installment and stars musical artists and dancers Jeanne Added, Tshegue and Les Twins. The series, consisting of five episodes each produced by a disparate film director, features the brand presenting unique musical and collaborative challenges to rising music artists.

"Using this musical challenge is a unique way to show something beautiful being created during these difficult times when we are separated from one another," said Donnie Pacheco, founder of **Donnie P. Consulting**, Seattle. "It highlights a way for people to come together to create something unique and beautiful, while they are not physically together.

"It also creates something that is lasting and goes beyond simply filming or creating an ad," he said. "It brings artists together to create art that will endure and have the opportunity to reach a much broader audience."

What goes into paradise

Audemars Piguet describes its mission of the "180" series is for artists to reach beyond their comfort zone and create a collaborative track that blends the artists' disparate backgrounds. Each installment is bringing the audience into different experiences.

The newest "180" episode opens cinematically with a shot of Ms. Added standing in between the members of Tshegue. The screen then cuts to the challenge: the artists, who have never collaborated prior, have three days to create and record a track together.

Tshegue is a musical duo with signer Faty Sy Savanet and producer Nicolas 'Dakou' Dacunha-Castelle. Ms. Added and Tshegue begin discussing the creative, communicative and expressive limitations that all are currently living in.

The third episode of the "180" series features a collaboration with Jeanne Added, Tshegue and Les Twins

"Paradise" highlights that while it is difficult to communicate, living during a time with so many lockdowns and restrictions is still also a time for creating. In the "180" series, artists are being called to communicate and express themselves with other artists in new and different ways.

"With everything that's going on these days, it feels like we're in a world where we all have to communicate a bit as if we're in boxes," Tshegue's Ms. Sy Savanet says in the film. "We no longer have physical access to other humans, so we thought the best way to express that would be to create a song."

The installment features shots of Tshegue and Ms. Added meeting Les Twins, experimenting with different instruments, discussing the current cultural climate and ultimately writing a song. Artistic closeups of the artists' faces, hands and instruments are spliced together while an upbeat tempo then plays in the background.

Tshegue and Ms. Added discuss bringing something creative to the video, trading ideas of beatboxing and experimenting with time. The video then cuts to aerial shots of Ms. Added and Ms. Sy Savanet looking up, then cutting to Tshegue pulsing their feet and hands against an old car to create a beat.



Les Twins dance to the newest musical creation. Image credit: Audemars Piguet

The video concludes with Les Twins freestyle dancing to Tshegue and Ms. Added's creation, with the dancing duo even dancing on the car Tshegue used to test a beat. The collaborative result is an upbeat, repetitive and buzzing soundtrack.

Each "180" installment delves into the creative and passionate practices of disparate artists and how collaborating is constantly bringing forth new ideas and insights. The previous two installments in the "180" series have featured musical artist Tchak, model Cindy Bruna and musical duo THE LYONZ.

According to Audemars Piguet, the mini series will conclude after featuring five groups of musicians.

Making music together

Luxury brands are continuing to utilize music and artist collaborations as an effective vehicle for storytelling, especially during a time where people are still living within many pandemic restrictions.

British automaker Jaguar Land Rover tasked composer Hans Zimmer to create a musical score inspired by a drive in a 2018 Range Rover along the Angeles Crest Highway. While adventure is central to Land Rover's brand messaging, this was a more upscale take for the automaker as it captures the emotion of riding in its vehicles ([see story](#)).

At the core, such collaborations focus on the balance of craftsmanship and creativity.

In another recent effort from Audemars Piguet, the watchmaker celebrated the complexity and craftsmanship of the newest addition to its Grande Sonnerie collection with renowned Swiss enamel artisan Anita Porchet in a breathtaking video campaign. The handcrafted enamel dials pay homage to the 18th and 19th century masterpieces from the Valle de Joux ([see story](#)).

"What makes this series effective is that it is more than just an ad, it is showcasing artists and their creative process and how they are impacted like everyone else," Mr. Pacheco said. "The focus is on the process of creating art and something that brings people joy and together even though they can't be physically together."