

WATCHES AND JEWELRY

Zenith offers manufacturing space as blank canvas to artist

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Felipe Pantone is known for his fearless creativity. Image credit: Zenith

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Zenith is giving a renowned artist a unique canvas for artistic expression.

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The watchmaker is the first to offer its manufacture building a canvas to a contemporary artist. Felipe Pantone and Zenith's partnership reflects both parties' consistent dedication to creating art, whether it is an retro-futuristic print or a watch, on their own terms.

"It's both an immense pleasure and an honor for me to able to work with a watchmaker I admire, transforming a site with such a rich heritage and connection to the history of Swiss watchmaking into a monumental work of art for all to admire," Mr. Pantone said in a statement. "I thank Zenith for the opportunity and its trust in allowing me to work on such a historical landmark."

Time for expression

Mr. Pantone is an Argentinian-Spanish artist who began doing graffiti at the age of 12. He is based in Spain, where he graduated with a Fine Art degree.

Mr. Pantone's work implements dynamism, transformation, digital revolution and additional themes that are timely. Zenith commended the artist on his ability to abandon all pre-existing notions of art in order to create freely.

Felipe Pantone reimagined Zenith's most advanced chronograph

Inside the Zenith manufacture space, Mr. Pantone created prints that spoke to his electric and electric style, juxtaposing black and white with a thunderbolt of rainbow and creating other works that reflect meaningful pixilation.

This is the latest artistic campaign from the Swiss watchmaker.

Last November, Zenith initially introduced the "Dreamers" concept at the beginning of 2020 when it released its first collection exclusively for women. Now, the brand aims to express the modern femininity of the versatile collection in a campaign shining light on relatable, yet accomplished, women who have paved their own paths and inspire

others to do the same ([see story](#)).

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