

WATCHES AND JEWELRY

Vacheron Constantin uses artistry to explain science of watchmaking

September 27, 2021



Several models are highlighted in the "Science and Complications" series. Image credit: Vacheron Constantin

By KATIE TAMOLA

Swiss watchmaker Vacheron Constantin is getting artsy in new vignettes for its "Science And Complications" series.

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The series invites viewers on an exploration of science, explaining the complications used in Vacheron Constantin timepieces by using everyday objects. Videos dissect the watches' many functions, including the tourbillon and chronography.

"The elegant wit of the videos brings out the personality of the watch and perhaps the type of person who would most enjoy their technical and sassier sides," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York.

"The videos are not just showcasing the fine craftsmanship, as other watch brand's communications realize, they are presenting a stage for each watch to be front and center as they speak' to and perform' for their potential owners," she said. "To engage, to entertain, to become curious about what the design and functionality comprise and why they are unique, rare."

Many minutes in a day

The series succinctly illustrates the intricate products that are Vacheron Constantin timepieces.

In the first film, "The Tourbillon," an apple is held in the air before the shot cuts to a Traditionelle tourbillon model in pink gold. As a dramatic and futuristic soundtrack plays in the back, the shot zooms in on the tourbillon, highlighting its high quality and grandeur.

Next is "The Split-Seconds Chronograph," which opens with the thought-provoking text, "Time is continuous, until it isn't." A blue balloon ominously travels up the screen in between shots of the ultra-thin Traditionelle split-seconds chronograph, part of the Collection Excellence Platine.

The seconds on the watch tick by as a blue butterfly flies around the room, a lone lightbulb swings like a pendulum and two chess pieces fall over. The ethos of the series, that a Vacheron Constantin is as complex as any other occurrence in life and will be also be experienced as watch-wearers experience other events, is established.

"The Minute Repeater" presents a story of music and physics, aligning the physical processes of the inner workings of a Vacheron Constantin watch with other natural occurrences, like water dripping. The film, perhaps the most psychedelic of the series, starring a blinking owl that makes prolonged eye contact with viewers, further establishes the artistic presentation of the watches.

An exploration into physics

"The series is conveying that a lot more goes into watchmaking than simply assembling parts; there is science and thought behind the art," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

"The Perpetual Calendar" centers the expansiveness of the watchmaker's selection. The Traditionnelle perpetual calendar chronograph takes center stage as vignette captures the happenings of an entire year, from snowfall and ladybugs later signifying spring to a set of birthday cupcakes.

"The Retrograde," opens with the Patrimony retrograde day-date model. A fun finale, the video includes everyday objects and symbols, led by a rooster, fun set of ties and a typewriter.

Who knows what any day will bring? At least you'll have your watch.

The last two vignettes drive home one of the main points of the series: the Vacheron Constantin timepiece is with the consumer to experience it all.

"While this series does connect the complications to something greater, it is meant to highlight the different types of watches and in a subtle way, watchmaking itself," Donnie P. Consulting's Mr. Pacheco said.

"Many other campaigns barely mention the watches, and this campaign directly features the watches and the complications making it very effective."

Art and science of watchmaking

The films are a melding of science and an artistic flair from Vacheron Constantin, serving as yet another recent artsy campaign from the watchmaker.

In April, Vacheron Constantin artistically challenged history in its latest effort for three new timepieces.

The short film "Mtiers D'art - Tribute to Great Explorers" promotes three new watches while also highlighting the maison's 2021 theme, classic with a twist. The vignette juxtaposes history with a unique show of art, aiming to inspire curiosity and interest from consumers around the world ([see story](#)).

Vacheron Constantin is not the only watchmaker bridging the gap between the realms of watches and art.

In March, Zenith gave a renowned artist a unique canvas for artistic expression.

The Swiss watchmaker was 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 ([see story](#)).

Vacheron Constantin's latest series strives to uniquely illustrate the beauty and excellence in its offerings.

"The defying of gravity, the precision of time, the automaton-like calculations, the seasonal constant motion and past references are accompanied with humor typewriters, cupcakes and bow ties," said ARTful Communication's Ms. Miller.

"Vacheron understands these are investments, but they do not shy away from human emotions desire, knowledge, exclusivity or even sheer joy."