

WATCHES AND JEWELRY

Vacheron Constantin opens sensory pop art exhibition

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Art installation inside the Vacheron Constantin New York flagship. Image credit: Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin is celebrating the artistry and energy of New York through its recently opened pop art exhibition at the brand's flagship store.

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Now through March 2022, guests can view a collection of mid-century watches as well as paintings commissioned in collaboration with New York pop artist Jojo Anavim. The "Celebrations" exhibit intends to provide guests and shoppers with an immersive and colorful luxury experience.

Celebrations

Led by artists like Andy Warhol, pop art started to emerge in the late 1950s and early 60s as a new generation aimed to redefine the cultural landscape through a reimagination of everyday items.

Vacheron Constantin celebrates the passion and the artistry behind pop art and watchmaking: those who create it, those who admire it and those who collect it.



Vacheron is incorporated into a classic Andy Warhol-inspired Campbell Soup can. Image credit: Vacheron Constantin

To honor the contemporary world of pop art in 2021, and in line with the brand's dedication to the advancement of the arts, Vacheron Constantin has collaborated with Mr. Anavim, who created a three-piece series of oil on canvas paintings depicting the holidays.

The three paintings created for this exhibition realistically depict indulgent individually wrapped chocolates, an oversized, glittering ribbon-wrapped gift box springing open with a larger-than-life gold leaf bezel and scenes of loved ones embracing one another.

In a similar ode to the arts, Vacheron Constantin was inspired by art in a September campaign for its "Science And Complications" series.

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 ([see story](#)).

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