

WATCHES AND JEWELRY

Hublot joins Polar Pod in exploring Southern Ocean

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The construction of the PolarPod will start in June 2022. Image credit: Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is diving into history by becoming a partner of the Polar Pod expedition and touring the Southern Ocean.

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Hublot is joining the Polar Pod, a vessel designed to explore the Southern Ocean which surrounds Antarctica, a first for this Ocean which has never been the subject of this kind of research. Scientists currently lack measurement and observations in this part of the world, thus the Polar Pod will be collecting data on how several factors affect the climate.

"Life on Earth started in the oceans, yet they still have so much to teach us," said Ricardo Guadalupe, CEO of **Hublot**, in a statement.

"By joining Jean-Louis Etienne's Polar Pod project, Hublot wished to contribute to our understanding of our planet, the starting point for making the right decisions for all of our futures," he said. "With this project, we are also returning to our maritime roots, which is the source of our very name, Hublot."

Push one's imagination

Hublot partnered with the Polar Pod expedition as part of its Hublot Xplorations program. The program, which is research-based through a human, scientific and societal lens, has three pillars: space, earth and the sea.

The ship is the creation of the French explorer and environmentalist Jean-Louis Etienne, the first man to have reached the North Pole alone in 1986. Six years earlier, Hublot was founded, taking the French name for "porthole."

Hublot joins the Polar Pod in exploring the Southern Ocean, which has gone largely unobserved

The Polar Pod will be fitted with highly powerful instruments to collect data on biodiversity, current dynamics, the impact of human pollution and the atmosphere-ocean interactions which control the climate.

This data will be made available to the international scientific community with the research coordinated by the CNRS (French National Center for Scientific Research) in partnership with the CNES (the French National Centre for

Space Studies) and Ifremer (the French National Institute for Ocean Science). It will also include contributions from scientists from 43 institutions and universities from 12 countries.

The name of the ship is a nod to the specific area of the Southern Ocean's high winds and rough seas. The vessel is 100 meters high, with a draught of 80 meters, and is stabilized by 150 tons of ballast.

Without an engine, the Polar Pod will drift with the Antarctic circumpolar current, powered by the energy of six wind turbines.

The construction of the Polar Pod will start in June 2022 with a launch date expected for late next year. The expedition will span three years until 2026.

"To dare is to push one's imagination beyond certainties and known limits; it is also about creating opportunities to listen and share with those who dare with you," Mr. Etienne said in a statement. "And Hublot dares."

Whether through research or technology, Hublot clearly has its eyes on the future.

Earlier this month, Hublot captured its appreciation for cryptocurrency with a special-edition timepiece.

The watchmaker introduced the Big Bang Unico Ledger, a timepiece launched in collaboration with crypto and digital asset platform Ledger. The watch symbolizes a melding of high-end crypto technology and traditional craftsmanship ([see story](#)).

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