

WATCHES AND JEWELRY

Audemars Piguet explores the musical process with Mark Ronson

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Mark Ronson is a renowned figure in the music industry, having worked with the likes of Miley Cyrus, Duran Duran, Amy Winehouse and Adele. Image courtesy of Audemars Piguet

By NORA HOWE

Swiss watch manufacturer Audemars Piguet is celebrating the power of sound and music with producer and brand ambassador Mark Ronson through an examination of the artist's creative process and ability.

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Marking the start of a long-term collaboration with the seven-time Grammy Award-winning DJ, producer and songwriter, Audemars Piguet presents "Syncing Sounds," a three-part film series that follows Mr. Ronson as he works with six-time Grammy Award-nominated R&B artist Lucky Daye to create a record. The series intends to fully immerse audiences in the collaborative process, the synergy and creativity required to make music.

"The only rule that always applies as far as being a producer is just being open to any sort of creative instinct that could happen at any moment," Mr. Ronson said in a statement. "Each time I get in with somebody for the first time, we both start on the same level and it is a blank canvas."

"The minute somebody walks in the room for the first time, you have no idea what it is going to sound like eight hours or two days from now," he said. "The idea with creating music is that you are going to surprise both of yourselves or however many people in the room."

Syncing sounds

For this project, Mr. Ronson selected New Orleans native David Debrandon Brown, known commonly as R&B artist Lucky Daye. He has collaborated with notable artists such as Kaytranada, Buddy, SG Lewis, Kehlani, Babyface and Earth, Wind & Fire.

The three-episode series introduces the inspirations that drive and shape Mr. Ronson's work, with the first installment showcasing the producer in his hometown studio in New York a space that saw the recording of Amy Winehouse's iconic Grammy Award-winning album *Back to Black*.

Today, it witnesses Mr. Ronson and Mr. Brown exploring new creative abilities.

Having grown up in New York and opened his recording studio there, Mr. Ronson feels the city has a unique

creativity energy

The first episode focuses primarily on Mr. Ronson and how he became involved in the music industry, only teasing the collaboration with Mr. Brown. In the coming episodes, audiences may watch as Mr. Ronson, assuming the role of producer, assists Mr. Brown in unlocking expressive parts of his heart and mind to make a song.

The song, which they describe as "a bop that is going to make you feel refreshed again," will be unveiled on May 13 in the series' third and final episode before being released on YouTube and Spotify.

Debuted in 2019, Audemars Piguet's music program intends to support rising music talents through collaborations directly benefitting the artists' development. Through this program, the brand also seeks to highlight meaningful encounters between artists, inviting watch and music aficionados to unite in these experiences.

Since then, the brand tapped Mr. Ronson as its newest brand ambassador ([see story](#)), who will help Audemars Piguet in its mission to propel musical talent and foster creativity and craftsmanship.

The subsequent episodes of "Syncing Sounds" will be released this week.

Power of sound

For a number of years, Audemars Piguet has worked to meld the worlds of haute horology and music through various collaborations and in-depth campaigns.

One of its main collaborations started in 2006, when the brand launched an eight-year research program with the Swiss Federal Institute of Technology in Lausanne and a group of experts, including musicians, to recover the acoustic tonality of 19th-century watches.



Mr. Ronson and Mr. Brown work together in the studio. Image courtesy of Audemars Piguet

Over the last 14 years, the brand has worked with renowned musical talent like Jay-Z and Quincy Jones and expanded its commitment to the music industry.

In 2010, Audemars Piguet started its contribution to the Montreux Jazz Digital Project with the Claude Nobs Foundation and EPFL innovation and research competencies.

The project has enabled the digitization, preservation and enrichment of the festival's audio-visual archives, acknowledged by UNESCO as part of its "Memory of the World." Extending this collaboration, Audemars Piguet became a global partner of the Montreux Jazz Festival in 2019.

In 2016, Audemars Piguet captured the balance between innovation and tradition that goes into its Royal Oak Supersonnerie timepiece through sound. The brand commissioned French DJ and producer Surkin to portray the striking watch's chime in an audiovisual project under his creative entity Gener8ion.

Through recorded ambient noise at Audemars Piguet's manufacture in Le Brassus and sounds from the natural world, "Sound Awakens" tells the story of the brand's craftsmanship from a new point of view ([see story](#)).

In fall 2020, the Audemars Piguet launched its "180" miniseries in which international artists are given three days and complete creative freedom to write and record an original collaborative soundtrack. One installment in the series featured musical artists and dancers Jeanne Added, Tshague and Les Twins ([see story](#)).

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