

JEWELRY

Audemars Piguet promotes play, showcases past in Muse Atelier push

January 11, 2023



The brand describes the Muse Atelier's construction as unconventional and ultra-contemporary in its glass spiral-shape. Image credit: Audemars Piguet

By AMIRAH KEATON



Swiss watchmaker Audemars Piguet is opening the doors of its Valle de Joux shrine, where the brand has housed the most important assets of its 148-year heritage for a number of years.

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This time around, Muse Atelier Audemars Piguet in Le Brassus, Switzerland is interested in imparting the intricacies of "Haute Horologie" upon young minds, announcing that the house will offer guided tours and engaging experiences to children ages 6 to 12, granting adolescent groups first-time museum admittance. The brand is backing this effort with further amplification of the archival wonders kept at the meticulously-designed showplace.

"Audemars Piguet has always kept one foot rooted in tradition and one foot stepping into the future of horological technology and design," said Jasmine Audemars, chairwoman of the board of directors, in a statement.

Horological history

Audemars Piguet is opening the history of fine watchmaking up to all.

Across its social media feeds, the maison is plugging a marketing push that is giving children aged 6 to 10 a chance

to interact with its treasures.

Exhibiting 300 timepieces from the past two centuries, including our most iconic watches and temporary artworks curated by Audemars Piguet Contemporary, the Muse Atelier immerses visitors in Audemars Piguet's past, present and future. [#MuseeAtelier #AudemarsPiguet pic.twitter.com/3bQZIUswg0](#)

Audemars Piguet (@AudemarsPiguet) [January 10, 2023](#)

Parents can choose to embed their children into the brand's universe a [sign-up page](#) nestled on Audemars Piguet's site outlines practicalities.

Every Wednesday afternoon from Jan. 18 - April 5, 2023, tour guides will lead youth groups of eight through the museum's inclusions climate and natural resources, the origins of Audemars Piguet's founding families and 300 timepieces among them.

With this exercise, Audemars Piguet makes clear the expansive museum space is open for business.

Following a 2020 opening ([see story](#)), Muse Atelier Audemars Piguet primes visitors to the birthplace of fine watchmaking with four main messaging pillars.

A discussion of 19th-century watchmakers and their connection to the world around them yielding the inclusion of natural cycles like days, months and phases of the moon in the brand's timepieces leads its presentation, followed by a brief history lesson pertaining to founders Jules Louis Audemars and Edward Auguste Piguet's efforts to establish a workshop, officially coming to fruition in 1875.

The brand provides [additional information](#) regarding its deep workshop heritage, a few of which can be found on-site at the museum, as well as a deep-dive on the building's ultra-contemporary, glass spiral structure, and what its architectural references signal for Audemars' future.

"The Muse Atelier honors the Audemars and Piguet families who were part of a very long tradition of watchmaking," said Sbastian Vivas, Audemars Piguet's heritage and museum director, in a statement.

"The new space, together with the traditional workshop, make for the perfect meeting place where visitors can engage with us and our watchmakers, whilst learning about the brand and the history of watchmaking in the region," he said.

Royal Oak's iconic run

The brand's most memorable timepiece, the Royal Oak, is placed front-row, both at the Muse Atelier Audemars Piguet, and in recent campaign efforts from the luxury entity.

In December of last year, the company released a 2023 holiday greeting highlighting its most popular motif ([see story](#)).

Octagonal disco balls, vinyl records and cake all make an appearance in a new video release from the company. CEO Francois-Henry Bennahmias makes an appearance aside its "Royal Oak: From Iconoclast to Icon" coffee table read, released in conjunction with luxury publishing house Assouline and authored by former deputy editor of British GQ Bill Prince, back in September ([see story](#)).

Its director takes the last word.

"The Muse Atelier was born from a dream: create a living museum capable of transmitting the passion, energy, talent and creativity of the women and men who have been writing Audemars Piguet's legacy since 1875," Mr. Vivas said, in a statement.