

JEWELRY

Audemars Piguet enters augmented territory with immersive experiential launch

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CEO Francois-Henry Bennahmias introduces "The Clockwork Forest" in a new campaign video, out now. Image credit: Audemars Piguet

By MARYBETH CONNAUGHTON

Swiss watch manufacturer Audemars Piguet has teamed up with California entertainment and technology firm Dreamscape Immersive to create "The Clockwork Forest," an all-encompassing and interactive virtual reality experience.

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Beginning in March of this year, visitors to Dreamscape Immersive Geneva can enter this world for themselves with up to five of their friends. However fantastic or unfamiliar that world might be, it is built on some very familiar principles.

"Since its inception, Audemars Piguet has leveraged ever-advancing technology in balance with ancestral savoir-faire to push further the limits of craft and client experience," said Francois-Henry Bennahmias, CEO of Audemars Piguet, in a promotional video for the project.

"So today, Audemars Piguet is very proud to extend its engagement in the worlds of technology and entertainment."

A whole new world

Founded in 2016, **Dreamscape Immersive** offers visitors plenty of virtual adventures on which to embark.

They can play an agent in a "Men in Black"-inspired story or follow dinosaurs across a dystopian future-cape in "Alien Zoo." They can even dive to the bottom of the ocean to rescue a family of whales.

The stories are "full-roam," which means participants can move about freely and interact with their surroundings at will. They appear to each other, thanks to motion sensor technology, as fully realized avatars.

At the moment, precious little is known about the goings-on in "The Clockwork Forest," except that it is based on **Audemars Piguet's** own story.

Founded in 1875 by Jules Louis Audemars and Edward Auguste Piguet, the brand has managed to stay family-owned

ever since.

Though the brand created the first wristwatch minute-repeating movement in 1892, it is perhaps best known for introducing the world to the Royal Oak wristwatch nearly a century later.

[View this post on Instagram](#)

A post shared by Audemars Piguet (@audemarspiguet)

In good company

However new and unfamiliar virtual and augmented reality might be, any brand who ventures into it is hardly alone.

Many have been incorporating virtual interactive elements into their advertising and customer experiences.

Earlier this month, fellow Swiss watchmaker Hublot launched "Hublot Loves Football Metaverse Stadium" a virtual football venue that manages to seat 90,000 spectators despite being less than an inch in length ([see story](#)).

In other instances, AI is the product itself.

German automaker BMW called in some muscle to promote its "i Vision Dee," a car that, much like one of Dreamscape Immersive's stories, weaves a world of fantasy around the person inside of it.

In a short promotional movie introducing the car, American actor Arnold Schwarzenegger argues with a woman who remains off-camera that technology is the cause of all the problems in the world. She argues to the contrary.

Finally, it is revealed that the voice belongs to the i Vision Dee. This was not just for show. The i Vision Dee carries on progressive dialogue with its owner.

The car's mixed reality slider lets the driver fine tune the world around her to suit even her most outlandish preferences. This means anything from displaying her social media feed on the windshield to making the world outside present like a cartoon jungle.

More remarkable than the car's ability to fulfill these requests is its potential to eventually anticipate them ([see story](#)).