

JEWELRY

Hublot appoints contemporary artist Daniel Arsham as new ambassador

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Mr. Arsham's ephemeral installation was erected at the base of Switzerland's Matterhorn Mountain, one of the tallest peaks in Europe. Image credit: Hublot SA

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker brand **Hublot** is heralding its latest artistic collaboration from the mountaintops.

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The brand's newest ambassador, American contemporary artist Daniel Arsham, is celebrating the occasion with a new work called *Light and Time*, which is a 64-foot sundial composed of ice and snow. The ephemeral sculpture has been erected at the base of Matterhorn mountain in the popular Swiss ski resort of Zermatt.

"I have been watching Hublot and the projects it has supported in the contemporary art space with great interest for many years," Mr. Arsham said in a statement, "and admired its audacious approach to watchmaking, design and craft.

"The Art of Fusion remains one of the smartest projects in watchmaking," he said. "I love how Hublot crafts ideas, influences and materials together to create unique, defining forms.

"It is of course a special moment joining the Hublot family and I'm super curious to execute the Hublot x Daniel Arsham sundial project in Zermatt."

Light and shadow

The "Art of Fusion" that Mr. Arsham refers to is Hublot's 1980 innovation of combining gold and natural rubber in a single timepiece, the first time that a watchmaker had ever done so.

This union of a precious metal with a raw material stood as a tangible representation of the brand's practice of merging innovation and tradition.

Mr. Arsham's sundial sculpture is meant to at once evoke the fleeting nature of time, while creating a lasting memory for those who view it.



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A post shared by Hublot (@hublot)

Within the circumference of *Light and Time's* main circle lie a series of six raised semi-circles with what look like barrels made of ice resting in the center of each. Connecting each raised semi-circle are two grooved arches entrenched into the snow.

Dominating the center, and acting as the *gnomon*, or the part of the sundial that casts a shadow, is an obelisk composed of quartz crystal.

The choice of obelisk creates a thematic connection to the famous Matterhorn Mountain which towers just above the sculpture and is a wonder of symmetry itself, as its four faces form a near-pyramid.

The installation is also meant to recall the screws that hold the bezel of the Big Bang Hublot's flagship model in place.

To view *Light and Time*, visitors must visit Zermatt and travel there via ski lift.

Mr. Arsham's work, which has been described as "mythical contemporary archaeology," has been exhibited throughout the world, including locations in Shanghai, London and Los Angeles. He has collaborated with other major brands such as German automaker Porsche and French fashion house Dior.

Hublot has collaborated with other artists as well, such as France's Richard Orlinski, recently on the Classic Fusion Orlinski Bracelet. The creation debuted at Mr. Orlinski's exhibition, "Born WildL.A. Edition," in Los Angeles last year ([see story](#)).

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