

ARTS AND ENTERTAINMENT

Vacheron Constantin, The Met forge partnership

September 27, 2023



Educational initiatives will play a key role in the alliance between the two brands, both with histories dating back more than 150 years. Image courtesy of Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin and New York's Metropolitan Museum of Art are coming together to preserve art and culture.

Announced Sept. 27, the two parties have forged an exclusive partnership to protect and celebrate tradition through a series of sponsorships and special events. With both companies' respective histories dating back more than 150 years, the alliance seeks to empower the next generation by boosting educational initiatives, expanding mentorship opportunities and more.

"Establishing a partnership with the prestigious Metropolitan Museum of Art enables us to highlight our shared vocation for transmitting knowledge and preserving the arts," said Louis Ferla, CEO of [Vacheron Constantin](#), in a statement.

"Vacheron Constantin's commitment to art and culture has always been an inexhaustible source of inspiration, permeating our freedom to create and express beauty in all our watches," Mr. Ferla said. "The Maison's ties with the United States and New York date back more than two centuries, with many of our finest creations having been made for American collectors and clients, such as the iconic American 1921.

"This partnership with The Met confirms our cultural and artistic attachment to this country, as well as our concern to preserve its expertise."

Preserving partnership

Reaffirming the luxury watch label's ties to New York, education will play a key role in the new arrangement.

As a part of the endeavor, Vacheron Constantin is platforming its "One of Not Many Mentorship Program," which uplifts artists and creatives from music to watchmaking. Values backing the brand's effort are shared by The Met, which aims to make art more widely accessible, hosting more than 29,000 educational events each year.

Vacheron Constantin is pleased to announce a new partnership with New York's prestigious

Metropolitan Museum of Art [@metmuseum](#)

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Vacheron Constantin (@Vacheron1755) [September 27, 2023](#)

According to a statement from Vacheron Constantin, the partnership will support a variety of The Met's mission-driven activities, adding an artist-in-residency program to a list of upcoming collaborative activations.

As part of the effort, Vacheron Constantin will also create a series of timepieces inspired by works housed within the Met.

"We are delighted to partner with Vacheron Constantin and are grateful for their support of The Met's mission, which aligns with the esteemed watchmaker's own longstanding efforts to celebrate creativity and preserve artistic traditions," said Max Hollein, CEO of [The Metropolitan Museum of Art](#), in a statement.

"We look forward to collaborating on a number of unique projects that build on our mutual commitment to education and the arts."

Committed to the widespread preservation of cultural artifacts, The Met is spotlighting the work of women fashion designers in an exhibition that will land later this year ([see story](#)).

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