

JEWELRY

Seek Beyond' exhibition by Audemars Piguet reaches Dubai Watch Week

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The brand's free activation is currently live at the sixth edition of Dubai Watch Week, which runs from Nov. 16 - 20, 2023. Image credit: Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer **Audemars Piguet** is bringing works from Le Brassus to a popular industry event.

The brand's free "Seek Beyond" exhibition is currently live at the sixth edition of Dubai Watch Week, which runs from Nov. 16 - 20, 2023. An extension of its overarching campaign, the large-scale activation includes three rooms, each displaying elements of Audemars Piguet's legacy, plus contemporary timepieces, raw materials and on-site artisans.

"Seek Beyond" takes to Dubai

Upon entering the front gates of the Dubai International Financial Centre, visitors can engage with the company's very own artisans.

The display aims to meld today's expert techniques with a history of timeless know-how, showcasing products that range from vintage watches to more modern styles.

The Code 11.59 by Audemars Piguet Ultra-Complication Universelle is among those on view.



The exhibition allows visitors to witness craftsmanship up close. Image credit: Audemars Piguet

On location, guests can learn more about the house's use of materials, gemstones, form language and color. Brand experts will

participate in two masterclasses hosted by Dubai Watch Week.

With operating hours of 10 a.m. to 10 p.m. daily, interested parties should register at www.dubaiwatchweek.com for event access.

Audemars Piguet's larger "Seek Beyond" campaign ([see story](#)), which "depicts an unleashed creativity" and highlights the brand's mastery, backs its latest presentation.

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