

WATCHES AND JEWELRY

Lego artists tribute Tag Heuer, release mini watchmaker model

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The mechanical watchmaker model honors the brand ahead of the biggest season for toy sales. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Fans of Swiss watchmaker **Tag Heuer** will be surprised to witness the production process behind the label's luxury timepieces take a new form.

A band of artists used Danish toymaker Lego's classic interlocking plastic bricks to honor the manufacture, delivering a miniature model of a Tag Heuer watchmaker. The figure is fully interactive and features a unique windup function, its architects releasing the blueprint for the playful twist on haute horology ahead of the biggest season for toy sales.

Art and science of watchmaking

Sitting behind a branded desk, Tag Heuer's mechanical watchmaker wears a special eyeglass, as gear affixed to the worker's surface mimics those of real-life movement makers.



Artists from Brick Galleria, a professional Lego model-building and creative problem-solving company, are behind the design. Image credit: Tag Heuer

The highlight of the Tag Heuer Watchmaker Lego set is triggered by turning a small red handle at the back of the apparatus. This action lifts a tiny watchmaking box and reveals an array of horological components.

The crossover character is, much like Tag Heuer's products, also made possible by engineering experts.



Watchmaking gear affixed to the worker's surface mimics those of real-life movement makers. Image credit: Tag Heuer

Artists hailing from Brick Galleria, a professional Lego model building and creative problem-solving company, are behind the design, now live on Tag Heuer's social media channels and its official publication, [The Edge Magazine](#).

For those seeking to tackle at-home assembly, the project's Brick Artists are offering a detailed how-to guide for building a simpler set with accessible materials, making [instructions](#) available for download.

The individual parts can be purchased in-store at Lego locations and on its online storefront.



For those seeking to tackle at-home assembly, the project's architects offer a detailed how-to guide for building a simpler set. Image credit: Tag Heuer

The Danish toymaker is a popular collaborator, with many luxury brands touting similar construction processes opting to tap the childhood classic products.

Earlier this year, British automaker Jaguar Land Rover celebrated its 75th anniversary by creating a mini version of its vehicle with Lego ([see story](#)).