

JEWELRY

Audemars Piguet sets up Shaping Materials' exhibition in Milan

May 30, 2024



The five-room experience will go live from June 3 to June 16, 2024. Image credit: Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Audemars Piguet is taking fans on an immersive journey.

Stationed at the five-star Portrait Milano hotel from June 3 to June 16, 2024, a new exhibition called "Shaping Materials" is coming to Milan's Piazza del Quadrilatero. The branded experience invites visitors to view how Audemars Piguet's timepieces come together behind the scenes.

"We are delighted to host the new brand exhibition Shaping Materials' in Milan, sharing our savoir-faire and passion for haute horlogerie with watch lovers and novices alike," said Ilaria Resta, CEO of Audemars Piguet, in a statement.

"Its free-spirited exploration of materials and shapes, past and present, strongly resonates with the city of Milan a center of history, creativity and design," said Ms. Resta. "This exhibition also complements the opening of our new AP House Milano, located in the building of the former Garage Traversi on Via Bagutta, further strengthening the brand's local ties with the city and the Italian market."

Watch this

The horological house's design efforts and know-how will soon be celebrated in the heart of the luxury capital via a five-room exhibition featuring Audemars Piguet watches.

As its title suggests, the showcase focuses on materials, displaying how metals, ceramics, carbon, steel, titanium and more are transformed into product components.

A hint of gold in Milan.

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Audemars Piguet (@AudemarsPiguet) [May 28, 2024](#)

Vintage selections are soon to come to the space, where guests will gain access to pieces that mark distinct points in the

manufacturer's innovation history. "Edu-tainment" content is paired with the physical objects, providing a deeper dive into Audemars Piguet's world.

"Shaping Materials" is open from 12 p.m. to 8 p.m. daily. Registration and free tickets can be booked at <https://aplb.ch/shapingmaterials-bp-website>.

Overall, the event commemorates the company's ties to Milan and preceeds the opening of the city's first AP House. In early 2024, leaders announced plans to return to the city where the experiential retail concept first debuted in 2017 ([see story](#)).

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