

PIAGET

SHINES AT ART DUBAI



press kit

FROM THE 1ST TO THE 3RD OF MARCH 2024,
AT THE HEART OF MADINAT JUMEIRAH,
PIAGET WILL RENEW ITS HISTORIC
TIES WITH THE CONTEMPORARY
ART FAIR ART DUBAI.



Piaget will return to the very essence of its style, celebrating the power and radiant energy of its signature goldwork with 'The House of Gold' exhibition, marked by inspiring collaborations with artists and designers from the region. Art Dubai is a key event in the international contemporary art scene, which has always held special interest for Piaget. This part of the world has been close to the Piaget family's hearts since the 1960s. *"Taking part in the 17th edition of Art Dubai in 2024, during Piaget's grand celebration of its 150th anniversary, was an undeniable and natural choice for us,"* explained Benjamin Comar, Piaget CEO.

AT THE FAIR, 'THE HOUSE OF GOLD' EXHIBITION
WILL SERVE AS A DIALOGUE BETWEEN THE
MAISON'S RICH HERITAGE AND VIBRANT PRESENT.



It is a space for creative fusion, celebrating long-standing icons as well as their contemporary reinterpretations, all linked by a common thread: the wonders of goldwork. Gold is the noblest of materials. Endlessly alluring, it is melted, mastered, and painstakingly carved and engraved by the craftspeople of the 'Ateliers de l'Extraordinaire', who work in secrecy in Piaget's Genevan workshops. Under their expert eyes and skilful hands, unique pieces come to life in a precious blend of High Watchmaking and High Jewellery.

"We are delighted to welcome Piaget to Art Dubai as our high jewellery and watch partner — an iconic brand that shares our vision for art, artistry, and excellence," stated Benedetta Ghione, Art Dubai's Executive Director. In one corner, a Swinging Sautoir necklace is crafted to give its wearer a new way of reading the time. Elsewhere, Limelight Gala watches are bestowed with the Maison's couture charm, and cuffs are created by combining textured effects with the colours of ornamental stones. The virtuosity at work in the watchmaking ateliers is just as remarkable, highlighting the art of making Piaget's ultra-thin timepieces, from the very first versions to the Piaget Polo Perpetual Calendar Ultra-Thin models recently released by the Manufacture. The culmination of Piaget's 'House of Gold' expertise will be the presentation of a truly iconic timepiece, fully sculpted from the most precious of metals to form a rare piece of artistry, both a fine bracelet and a watch: the Piaget Polo 79. The legendary watch will be unveiled at Art Dubai, setting the tone for the 150th anniversary celebrations ahead of the unmissable 'Watches and Wonders' event in April.



OVER THE COURSE OF THE MAISON'S 150-YEAR LEGACY, A WIDE RANGE OF ARTISTS AND CELEBRITIES HAVE CROSSED PATHS WITH THE PIAGET FAMILY, AN INTEGRAL PART OF THE FAMOUS 'PIAGET SOCIETY', A KEY PIECE OF THE MAISON'S HISTORY.



This spirit lives on today with two creative collaborations that will be unveiled at the 17th edition of Art Dubai. Firstly, a limited edition of Piaget's Limelight Gala watch will appear, reinvented by designer Shamsa Alabbar. The piece is a hypnotic reinterpretation of typography and Arabic graphic design conveyed through the sweeping curves of the iconic jewellery watch. Secondly, Piaget will give carte blanche to the artist Razan Alazzouni, who has already taken part in a duet with Piaget to reinterpret the Possession jewellery collection. This time, she will take inspiration from another version of the Limelight Gala, made of gold with a marquetry of ornamental stones. The result? Perfect harmony, springing from an unexpected meeting of minds from two different cultures, a meeting of different times and worlds, naturally feeding into each other and writing a new chapter in Piaget's history of Extralegenza.



ABOUT PIAGET

Piaget epitomizes daring creativity – a quality that has continued to permeate through the Maison since its beginnings in 1874. From his first workshop in La Côte-aux-Fées, Georges-Edouard Piaget devoted himself to crafting high-precision movements in a feat that formed the very foundations of our pioneering name. In the late 1950s, Piaget unveiled the ultra-thin movements that would later become the Maison's trademark and the cornerstone of the Altiplano collection. As a true innovator of the watch and jewellery world, Piaget strongly believed in creativity and artistic values. It is within the walls of our « Ateliers de l'Extraordinaire » where master artisans continue to harness rare skills that have been preserved and perfected from generation to generation, transforming gold, stones and precious gems into dazzling works of art. Through its pursuit of masterful craftsmanship, the Maison has created emblems of daring excellence channeled into its collections including Altiplano, Piaget Polo, Limelight Gala, Possession, Piaget Sunlight, Piaget Rose and Extremely Piaget.

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