

PRESS KIT

MÉTIERS D'ART UNDULATA

PIAGET AWARDED BY THE GPHG



PIAGET



IN 2023, THE GRAND PRIX
D'HORLOGERIE DE GENÈVE
HAS CHOSEN TO RECOGNIZE
PIAGET'S EXPERTISE AND
DAZZLING CREATIVITY
WITH THE MÉTIERS D'ART
– UNDULATA WATCH IN THE
ARTISTIC CRAFTS CATEGORY.

Unveiled last June in Florence, Italy, the Piaget Metaphoria collection explored the unexpected beauty and strength of a bold and generous nature in high jewelry and high watchmaking creations. Gold that flows like water, rivers of precious stones in natural parures which shine against the skin... 52 exceptional pieces, crafted from start to finish in the Maison's ateliers – 41 jewels and 11 watches – were made with remarkable artistry, to mirror and highlight this masterful play of textures and colors.



MAGNETIC UNDULATA

Among these masterpieces lies the magnetic Undulata watch. Subtly mixing the green, blue and iridescent hues into one hypnotic dial, the French artist Rose Saneuil created a miniature marquetry of volume, textures and colors.



This meticulous piece includes a dozen layers of straw, parchment sycamore, leather and elytron, patiently assembled by hand to create a mesmerizing around the off-center hours-minutes counter and the ultra-thin flying tourbillon carriage. A signature manufacture movement, the calibre 670P, surrounded by brilliant-cut diamonds, when the bezel is set with baguette-cut diamonds. For this limited edition of 8 pieces, Rose Saneuil has carefully cut each element before applying them one at a time on the dial. This diligent operation requires precision and patience, as these infinitely thin materials must perfectly fit. It took her over 44 hours to create this intricate dial, a true signature of Piaget's incredible know-how.



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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