



Route de Thonon 146
CH 1222 Vézenaz

Phone : +41 22 752 49 40

info@artya.com

www.artya.com

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ArtyA by Yvan Arpa

Yvan Arpa stands as one of the most audacious and avant-garde watch creators alive. After having made a significant contribution to some of the biggest success stories in the watch industry, in 2010 he launched his own Brand, called ArtyA. The man plays by his own rules, creating art pieces that simply cannot fit into any existing category of watchmaking. Each piece is either numbered or unique, blending audacity with creativity in a disruptive way - very provocatively so, on many occasions. No one in this very conservative industry has managed to move so much in so little time. Yvan Arpa stands as one of the most audacious and avant-garde watch creators alive. After having made a significant contribution to some of the biggest success stories in the watch industry, in 2010 he launched his own Brand, called ArtyA. The man plays by his own rules, creating art pieces that simply cannot fit into any existing category of watchmaking. Each piece is either numbered or unique, blending audacity with creativity in a disruptive way - very provocatively so, on many occasions. No one in this very conservative industry has managed to move so much in so little time. The company is 100% independent, with a highly responsive team of fewer than ten people. ArtyA has its own manufacture, something very few Swiss Brands have. The Brand and its manufacture are based in central Geneva. Its indefinable, uncategorizable, innovative and trendsetting collections can be divided into six different families, housed in seven different watch cases, ranging from 38 mm up to 47 mm. ArtyA's collections all go by the "Son of" brand name: Son of Sound, Son of a Gun, Son of Earth, Son of Gears, Son of Arts and Son of Love. These families allow Yvan Arpa to have an open, living playground, in which he can create many variations every year, using some very innovative concepts and unconventional raw materials - such as butterfly wings (under the control of the authorities), stones, real bullets, real (shredded) euros, dinosaur dung, non-circular mechanical gears, cases struck by real lightning (video available at www.artya.com), steel drenched in Arpa blood or in motor oil, to name but a few. All the hand-made dials in the various collections are made by artist Dominique Arpa-Cirpka, applying numerous techniques - most of which have never before been used in this industry. The research into exclusive or and never-before-used materials and treatments for watches, and the exceptional savoir-faire to implement it, are a jealously guarded secret. All ArtyA Masterpieces are recognizable at a glance due to their distinctive, creative, passionate, epicurean and original style, cultivating a philosophy of ultimate luxury filled with pure, uncompromising emotion, year after year after year. From a mechanical standpoint, ArtyA masters every aspect of the historical knowhow of this age-old industry, from three-hands models to perpetual calendars and tourbillions, from minute repeaters to simpler skeletonized mechanical movements. One final characteristic of ArtyA is the constant evolution of the brand and its models - collections stay, but the watches are all very limited in number, with many of them being unique pieces. Yvan Arpa makes them live and progress every month, every quarter, every year. ArtyA unveils key new creations during Baselworld, but the manufacture's brainstorming never stops. Enjoying worldwide success, some of those masterpieces are already in key museums around the world, embodying Iconic Design or Concepts, while others have commanded incredibly high prices in private auctions. VITA BREVIS; ARS LONGA

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Au commencement, un être habité par la créativité, Yvan Arpa, capable de dégainer 1000 idées à la minute ou, c'est peut-être plus raisonnable, au moins une idée toutes les 24 heures. Face au cycle séculaire d'une horlogerie suisse de tradition, dans laquelle il ne cesse de revendiquer ses ancrages et son rigoureux swiss made, malgré la folie de ses idées out of the box, cette avalanche de concepts a de quoi dérouter. Car il faut du temps pour fabriquer une montre, bien plus que pour en imaginer l'identité. Le plus étonnant dans cette folle embardée créative, c'est que, peu à peu, il se dégage une ligne directrice, une sorte de constante. S'agirait-il de l'ADN de la marque ArtyA? Son nom l'indique, cette enseigne se dédie aux pulsions contemporaines d'un art pétri de street culture, sur fond de happenings. C'était d'ailleurs, au départ, cette rencontre entre une boîte de montre réputée polie et lisse et les éclairs destroys d'une cage de Faraday maîtrisée. Du plus bel effet, avec à la clef, des reliefs insaisissables, des reflets indomptables. Visuellement, c'était fort, puissant. Un peu comme si la mode vintage trash entrait enfin en horlogerie, créant une irréversible tendance. A force de tirer tous azimuts, à force de lancer ses idées à la face des médias et des opinion leaders, Yvan Arpa a ouvert une brèche. Depuis lui, l'horlogerie - et c'est l'ensemble du secteur qui en profite aujourd'hui - s'est mise à occuper la scène de l'insolite, et non plus seulement celle de l'économie, des pages produits et autres rubriques incontournables des magazines. ArtyA fait couler de l'encre. Qu'il s'agisse d'un cadran en coprolithe - du caca fossilisé de dinosaure -, d'ailes de papillons ou d'écailles de poissons du lac Léman, de cuir issu du crapaud buffle, de matériaux tous plus fous les uns que les autres, tous chargés d'une histoire personnelle et touchante. Le créateur y a mis sa sueur et son sang, il exprime au fil de ces cadrans uniques peints à la main par l'artiste Dominique Arpa-Cirpka, sa moitié dans la vie.

Art contemporain et horlogerie d'exception