



Geneva Time Exhibition 17.01.2010 - 22.01.2010

## **Artya, State-of-the-Art Haute Horlogerie**

A new contemporary dimension in the art of watchmaking

**At the crossroads where the sanctified traditions of fine craftsmanship encounter the bold novelty of contemporary art and where the creative talent of the artist forges with the watchmaker's dexterity to craft a unique masterpiece, a matchless work of art is magically born: "Artpiece 1/1", an exceptional timepiece, part of the first Artya collection of 360 unique pieces 1/1.**

**"Coup de foudre", a second collection featuring watchcases literally struck by lightning.**

### **Artya: a Time for Art**

Artya's supreme mission is to fundamentally change the watchmaking syntax through the grammar of contemporary art.

The workshop's initial assignment, the Artpiece 1/1 collection, heralded a new era, pioneering the appreciation of beauty, thereby relegating the context of time to the back seat. Emotion, creativity and intuition fuel the whole concept.

This avant-garde venture sets a new direction away from the current trend in watchmaking which perceives contemporary art as a device for advertising campaigns or an easy solution to enhance the aesthetics of some dials.

Here, the boot is firmly on the other foot: According to Yvan Arpa: "Imagination running wild leads the artist, and the watchmaker has no choice but to follow".

Initiated by art, this approach is based upon the know-how and expertise of craftsmen and watchmakers, collected over centuries.

The Artya workshop has introduced unprecedented processes in watchmaking, implementing techniques harvested from the field of art.

### **Once upon a time... The beginnings**

Deeply immersed in the contemporary art scene, Yvan Arpa, with his unequalled experience of watchmaking, gained at Sector *No Limit*, Baume & Mercier, Hublot and Romain Jerome, conceptualized the idea to blend art into a timepiece, to transform this everyday utensil into a piece of art, through creating a composition to be worn on the wrist, half-way between a painting and a sculpture.



To fulfil this endeavour, he called upon a painter that he knows well and has been close to for two decades, Dominique Arpa-Cirkpa, his spouse. He entrusted her with the dials of the Artpiece 1/1 collection. Alarmed at first by the constraints of size and materials, she quickly imposed her own creative vision and artistic touch by exploring different media and means such as various colours, paste, bristles, brushes, and knives, to create incomparable works of art.

These dials embody aspects of miniaturized paintings. As a boundless expression of the intricate precision that commands watchmaking, they turn into true works of art reigning supreme on the wrist of the aesthete, the enthusiast or the collector.

### **Artpiece 1/1 – 360 unique pieces**

Each piece in the "Artpiece 1/1" collection is unique. Created by the artist, crafted by the watchmaker, these one-of-kind artistic creations are each distinctly made, none can be doubled or replaced.

Difference, not conformity, is their hallmark.

### **"Coup de foudre"**

Obeying the artist's whim and imagination, the watchcase from the "Coup de foudre" collection are struck by lightning and undergoes thermal combustion, moulding, engraving and various drastic processes that are handcrafted in the Artya workshops.



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## Technical characteristics

<b>Movement</b>	<p>Entirely manufactured and assembled by master watchmakers in Switzerland, the self-winding mechanical movement's balance oscillates at 28,800 vibrations per hour</p> <p>Endowed with incredible precision, the movement is fitted with non-circular square-shaped gears around the works of Mr. Pascal Winkler, an eminent HES Professor of microtechnical engineering at the HE-Arc located in Le Locle, Switzerland</p>
<b>Case</b>	<p>Engraved, moulded and put through a series of severe batterings, the case is crafted in stainless steel grade 316</p> <p>" Artpiece 1/1" Satin-finished black PVD (Physical Vapor Deposition) "Coup de foudre" embossed, defaced, tortured and struck by lightning i.e. 100,000 volts, 200,000 volts, 500,000 volts and even 1,000,000 volts</p>
<b>Dial</b>	<p>Each dial is a unique work of art. Hand decorated according to 17 specific artistic techniques up to now unexploited in the watchmaking field. They combine collage, application of dyes and pigments, forging, etc.</p>
<b>Strap</b>	<p>The hand-sewn strap is made of high-tech rubber combined with processed "Alzavel waterproof" calfskin or with "Crazy frog" tanned toad skin.</p>
<b>Water-resistance</b>	<p>Water-resistant up to 50 meters</p>
<b>Warranty</b>	<p>24 months</p>

## Artya presents the "Artpiece 1/1" and the "Coup de foudre" collections at the opening of the Geneva Time Exhibition from 17th to 22nd January 2010.

Not to be missed, and created especially for this event: the "Coup de foudre" movie featuring Arc Attack's live performance in which the first watch of the collection is literally struck down by the artists.

As a vibrant tribute to the Gilbert & George spirit, Artya conceives a contemporary work of art, a true allegory for the creative process that has inspired and guided this maverick collection.



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