



VACHERON CONSTANTIN
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Hong Kong, June 13th, 2019 – Vacheron Constantin hosted a regional event in the theme of the Maison's "One Of Not Many" communication campaign in Hong Kong for 150 prestigious guests from North East Asia. In the spirit of "One of Not Many", three Asian artists from Hong Kong, Taipei and Seoul contributed their creative talents to complement Vacheron Constantin's iconic Overseas, Fiftysix, and Patrimony timepiece collections. The highlight of the event was the first presentation of the Traditionnelle Twin Beat Perpetual Calendar in the region, which was debuted only early in the year during Salon International de la Haute Horlogerie 2019 in Geneva.

On Thursday June 13th 2019, Vacheron Constantin perpetuated the "One of Not Many" global communication campaign in Hong Kong in celebration of the Maison's purest Fine Watchmaking inside the historical Pedder Building located in the heart of the Central district. Housed in this beaux-arts heritage site among contemporary art galleries was Vacheron Constantin's "One of Not Many" **House of Connoisseurs**, an exhibition cocktail party that aptly reflected the Maison's technical expertise and aesthetic refinement.

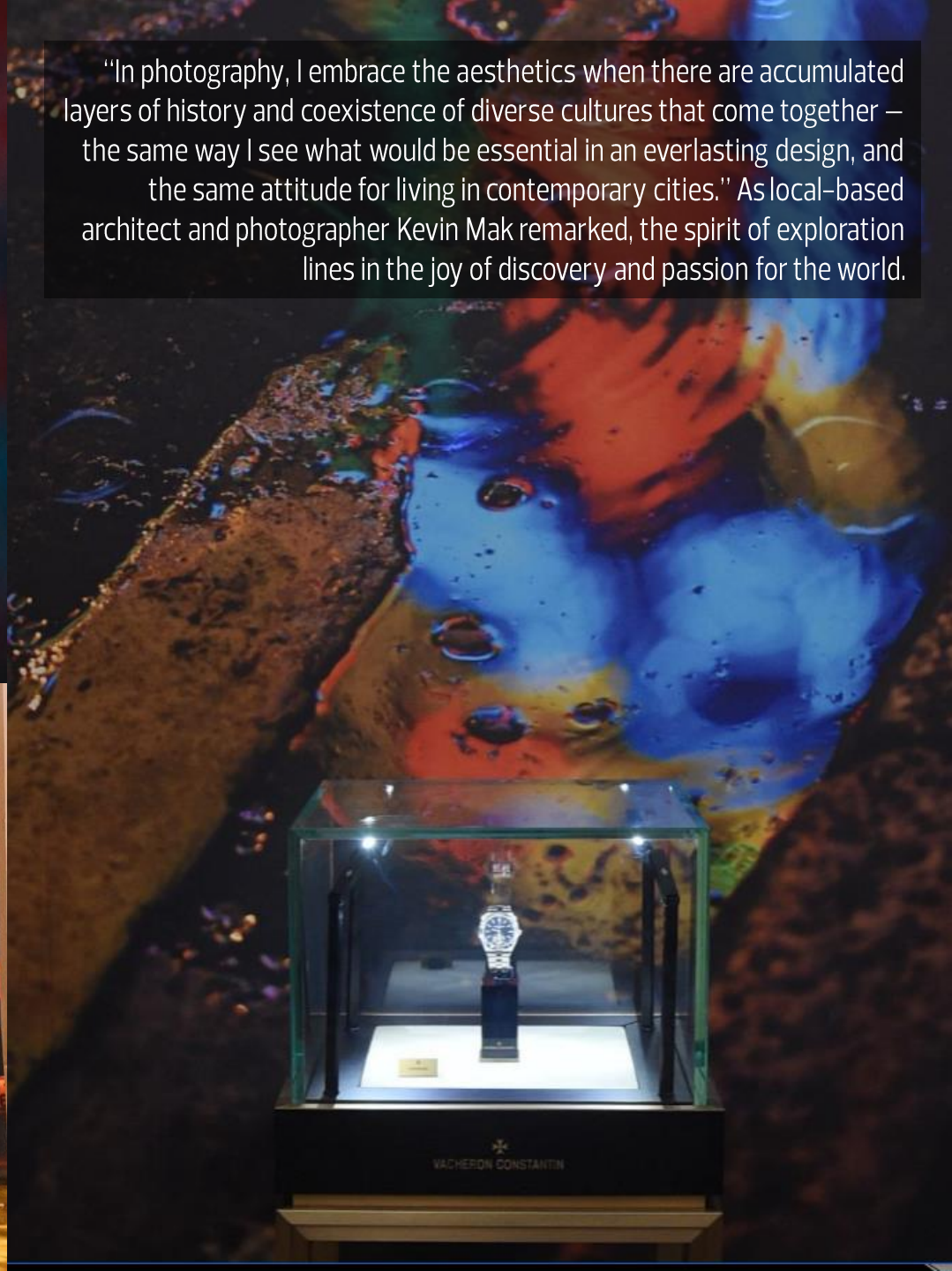
For over 260 years, Vacheron Constantin has represented an exclusive circle where a limited number of pieces made by the workshops guarantee the highest level of excellence. To embody this **One of Not Many** spirit, the Maison chose to cooperate with talented artists whose personality and work express a constant quest for excellence, openness to the world, as well as a spirit of innovation characterising Vacheron Constantin. Distinctive, visionary and passionate, they are acknowledged as connoisseurs and experts in their respective fields.

To explore the spirit of travel that the Overseas collection represents, local-based architect and photographer **Kevin Mak** indulged in the joy and beauty of the everyday hustle and bustle in the city of Hong Kong. To Mak, the real voyage of discovery consists not only of seeking new landscapes, it could also be in the little things we might have neglected in our everyday lives. To illustrate the cosmopolitan style that the Fiftysix collection portrays, Taipei-based music visual artist **Yen Po-Chun** interpreted the art of tempo in his home city. To Yen, tempo is a narrative of time and also of style, it sets the momentum and expresses emotions. To admire the stylistic pureness of simplicity that the Patrimony collection inspires, Seoul-based spatial and lifestyle designer **Teo Yang** discovered the same eternity of time and equilibrium he finds in the stone pagodas of Korea.





"In photography, I embrace the aesthetics when there are accumulated layers of history and coexistence of diverse cultures that come together – the same way I see what would be essential in an everlasting design, and the same attitude for living in contemporary cities." As local-based architect and photographer Kevin Mak remarked, the spirit of exploration lines in the joy of discovery and passion for the world.



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OVERSEAS: The Spirit of Travel and Exploration

The Overseas collection conveys the spirit of travel. This openness to the world, inherited from François Constantin, has remained at the core of Vacheron Constantin's philosophy ever since its founding. Entering into the Overseas area, the event guests were met with a panoramic view of the Hong Kong skyline, followed by a series of multi-sensory cinemagraph cycloramas showcasing the urban density, the hustle and bustle, and the unique beauty of nature in Hong Kong captured by local based architect and photographer Kevin Mak. Guests would be able to immerse themselves into a world of exploration with the latest Overseas timepieces on display, and they would also be able to have a first look at the **Overseas Tourbillon** which will be available in Vacheron Constantin boutiques coming October.

PATRIMONY: The Epitome of Stylistic Pureness

The Patrimony collection is the epitome of stylistic pureness, which reflects a deliberately minimalist approach. While art and design are often rendered in a balanced state in which opposing forces are struck in harmonious equilibrium, in the classic area that followed, Seoul-based spatial and lifestyle designer Teo Yang looked into the value of time through the stylistic pureness in Korean architecture. In the background of 5 moon mirrors to depict the eternity of time, guests would find the latest Patrimony timepieces housed inside the rotating 3D printed pagoda sculptures, reminiscent of how precious objects of devotions would be found inside the Korean stone pagodas. The new **Patrimony Ultra-thin Perpetual Calendar** in blue dial best represents this manifestation of the eternity of time.





“Time leads people beyond numbers. It has served as a conceptual passage that guides people forward. The pagodas and the moon invite audiences to a place where time resides to share the value of time and its meaning.” To Seoul-based spatial and lifestyle designer Teo Yang, the perfect balance between the vertical rising and the sense of stability of the stone pagodas serve as a conceptual passage that drives through time and the evolution of the human race.



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TWIN BEAT: A BREAKTHROUGH IN FUNCTION AND INNOVATION

The first presentation of the **Traditionnelle Twin Beat Perpetual Calendar** in the region marked the highlight of the event. A breakthrough in functionality and innovation, Twin Beat made its stunning debut during Salon International de la Haute Horlogerie in Geneva in January 2019 as it truly puts perpetual in the perpetual calendar with its user-controlled dual-frequency mechanical system, patent-pending for its lossless timekeeping transition between high-frequency Active Mode at 5Hz and low-frequency Standby Mode at 1.2Hz adapting to the wearer's needs. When worn, the Twin Beat beats accurately on the Active Mode aligned with modern active lifestyles; when the timepiece is not being worn, with a switch to Standby Mode, the in-house developed calibre 3610 QP can be slowed down in order to guarantee an extended power reserve of at least 65 days. The heartbeat installation could well represent the excited emotions of guests admiring the timepiece.

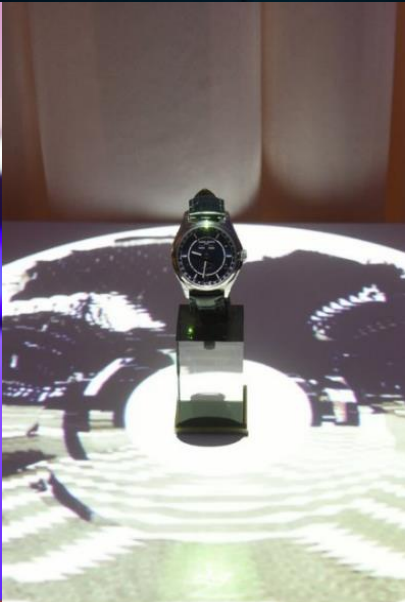
FIFTYSIX: The Manifestation of Music and Style

A name and a date evoking an iconic model by Vacheron Constantin dating from 1956, the Fiftysix collection carries a resolutely cosmopolitan style that expresses its personality through the contrast between the classic dial and the daring case, the latter notably inspired by the Maltese cross-shaped emblem of the Maison. Showcased at the entrance to the Music Lounge was the latest Fiftysix timepieces on display alongside Taipei-based music visual artist Yen Po-Chun's multi-media interpretation of his home city's tempo inspired by the collection. The new **Fiftysix Complete Calendar** in blue dial stood above the time and space of the city tempo projections.

Yen's illustration of the Fiftysix tempo was also extended to the Fiftysix Jukebar opposite the timepieces. In the montage of Yen's illustrative animations, guests enjoyed Hong Kong-inspired mixologist cocktails curated by award-winning local gin distillery Perfume Trees Gin, while listening to the jukebox playlists or playing with the smart guitars, before the live concert with Hong Kong-based musician Rubberband began.



"Tempo is an art created by time. Tempo is a beauty of mathematics, a timed calculation between fast and slow, with regular repeats and meticulous counts. Tempo is sensibility constructed by rationality." To Taipei-based music visual artist Yen Po-Chun, tempo is a narrative of time and also of style, it sets the momentum and expresses emotions.





Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for over 260 years, faithfully perpetuating a proud heritage of watchmaking excellence and stylistic sophistication through generations of master craftsmen.

At the pinnacle of high horology and understated elegance, the Maison creates timepieces with unique technical and aesthetic signatures, and an extremely high level of finishing touches.

Vacheron Constantin brings to life unparalleled heritage and a spirit of innovation through its key collections: Patrimony, Traditionnelle, Métiers d'Art, Overseas, Fifty-six and Historiques. It also offers its discerning clientele of connoisseurs the rare opportunity to acquire unique and bespoke timepieces by means of its "Les Cabinotiers" department.

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