

**VACHERON CONSTANTIN**  
GENÈVE

**“AMONG THE PILLARS”, AN ARTISTIC  
COLLABORATION FOR RAMADAN WITH  
EMIRATI ARTIST, OMAR AL GURG**

**March 11th, 2024**

# “Among the Pillars”, An Artistic Collaboration For Ramadan With Emirati Artist, Omar Al Gurg

Overview

Among The Pillars

About Omar Al Gurg

Ramadan Selection

About Vacheron Constantin

- Exhibited in The Dubai Mall Flagship boutique and replicated in all regional boutiques throughout the month of Ramadan.
- Art installation inspired from the Middle East's rich landscape and Islamic architecture.
- Crafted from innovative and locally sourced materials, which illustrates the Maison's commitment to the region's culture, innovation and craftsmanship.

**Dubai, U.A.E, March 11th 2024**, Vacheron Constantin, the luxury Swiss watchmaking Maison with nearly 270 years of expertise and continuous history, collaborates with Emirati designer Omar Al Gurg on the occasion of Ramadan to unveil 'Among The Pillars', an art installation inspired from the Middle East's rich landscape and Islamic architecture. The designer's minimalist approach brings together fine craftsmanship and locally sourced materials, illustrating the Maison's commitment to local culture, innovation and craftsmanship. The main art piece is exhibited in the Atrium of The Dubai Mall flagship boutique and replicated in all regional boutiques across the United Arab Emirates, Kingdom of Saudi Arabia, Qatar, Kuwait and Bahrain during the entire month of Ramadan.

"We are proud to collaborate with Omar Al Gurg, a talented and creative artist who beautifully blended together the strong cultural heritage of the region with the precision of fine watchmaking and craftsmanship. In the spirit of Ramadan, this distinctive masterpiece embodies values of heritage, community and Islamic art through the use of innovative and sustainable palm tree material. We welcome our clients to discover this avant-garde art installation in our regional boutiques.  
Ramadan Kareem!"

- Christophe Ramel, Vacheron Constantin Regional Managing Director - Middle East, Indian Subcontinent and Africa



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## “Among The Pillars”

Known for his unique minimalist and modulare approach, Omar Al Gurg, founder of Modu Method, embodies the essence of The Maison’s annual theme, ‘Less’ential’, by reflecting the beauty and impact of simplicity in design. Inspired by Middle Eastern culture, he brought to life a 4-meter-tall masterpiece composed of two innovative and locally sourced materials, which underscores the Maison’s profound engagement with the local community.

The first one “PlyPalm”, is a new material made of regional palm tree fronds, which turns palm tree branches into a statement of elegance. Crafted from this sustainable material, the robust hexagonal pillars represent the strong roots and foundation of the region’s heritage, as well as the origin of time, which was traditionally marked by the projection of a pillar’s shadow onto the floor.

The second material “DateForm”, is the world’s first date-seed based solid surface, which transforms date seeds into an element that enriches our interiors. This fascinating material, being made of dates, further amplifies the traditions of the holy month and takes its place as the backwall of the art piece.

The artistry of Vacheron Constantin is displayed through an engraved plate adorning the top of the shorter pillars, unveiling the Vacheron Constantin Maltese cross. This detail establishes a seamless link between high watchmaking excellence and local craftsmanship techniques.

To delve deeper into the creative and artistic process, a ‘making-of’ movie is available on the Maison’s website at <https://www.vacheron-constantin.com/ae/en/events/ramadan.html>



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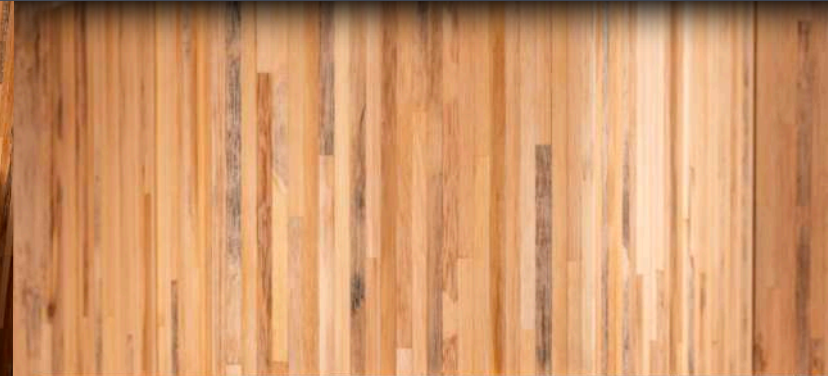
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## About Omar Al Gurg:

Dubai-born designer Omar Al Gurg, founder of “Modu Method,” seamlessly blends creativity, community, and functionality in his globally acclaimed work. His iconic “Spike” and versatile “NU” pieces reflect an intuitive and pragmatic design philosophy, solving real-life problems. Al Gurg’s journey, influenced by solitude and a commitment to community in his “modern-day majlis,” is shaped by hands-on family upbringing, architectural studies in Belfast, and a return to the UAE to manage Modu, and his family business.

Under “Modu Method”, Al Gurg champions accessible design, reaching global destinations from Italy to Kuwait, uniting contemporary pieces with timeless appeal. His designs, echoing Arab identity, tell unique stories, making each piece a distinctive creation in the design landscape. Omar Al Gurg’s commitment to accessible design, craftsmanship, and storytelling sets him apart, ensuring his creations stand out with a name and character.



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## Traditionnelle manual-winding – Colorful elegance and a modern vibe

The Traditionnelle manual-winding watch is adorned with a pleasing pink gold and green colour combo, framed by a 38 mm diameter designed to suit the wrists of High Watchmaking devotees. As a loyal custodian of the 18th century watchmaking heritage, this new Traditionnelle watch features all collection's characteristic design codes. Its classic look is immediately recognisable by the slender, stepped case middle and the railway-type minutes track punctuating the dial, swept over by Dauphine-style hands. The contemporary twist comes in the form of a new green dial with a sunburst finish playing with light effects at every subtle flick of the wrist.

Technically speaking, horological mechanics are dedicated to aesthetics in this model. Vacheron Constantin has opted for manual-winding in-house Calibre 4400 AS endowed with a generous 65-hour power reserve to drive the hours, minutes and small seconds indications. It can be admired through the sapphire caseback and features the refined Côtes de Genève pattern representing the unmistakable signature of a High Watchmaking timepiece.



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## Traditionnelle manual-winding – Colorful elegance and a modern vibe

The Traditionnelle manual-winding watch comes in an elegant 33 mm-diameter pink gold case. Featuring a slim stepped profile, railway-type minutes track and Dauphine-type hands, this beautifully balanced model celebrates traditional, classical watchmaking codes, yet with an exquisitely original touch. The radiance of the 54 round-cut diamonds delicately set on the bezel is matched by that of the majestic green sunburst dial. A truly luminous sight enhanced by a tone-on-tone alligator strap.

Beating behind the scenes is in-house manual-winding Calibre 1440 with its 42-hour power reserve and Côtes de Genève decorative pattern.





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## Patrimony moon phase retrograde date

The Patrimony moon phase retrograde date model, presented in 2017 in white and pink gold versions, is one of Vacheron Constantin's signature watches. Its understated elegance and the originality of its display embody the Maison's identity at first glance.

Entirely faithful to the spirit of the Patrimony collection, drawing inspiration from the watches created by the Maison in the 1950s, this timepiece bears witness to the minimalist aesthetic approach with a concern for detail aimed at achieving perfectly balanced lines. The timelessly elegant 42.5 mm round case houses the self-winding Manufacture 2460 R31L calibre with its precision moon phase and retrograde pointer-type date display. For optimal user-friendliness, all function settings are performed via the crown.



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## Patrimony self-winding jewellery: A new jewellery signature

Following in the footsteps of the self-winding Patrimony models unveiled in spring 2023 in a case with redesigned proportions and adorned with a subtly rounded crown, this new creation imbued with uncompromising refinement is distinguished by the finesse of its gem-setting. Light bounces off every facet of its elegant 37 mm case. The slender case middle is adorned with round diamonds and the lugs are also delicately gem-set, as too is the bezel forming a halo of light around the dial. In all, the Patrimony self-winding model is set with 769 diamonds, including a single rose-cut diamond resting delicately on the sensual curve of the crown.



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## Overseas moon phase retrograde date

In 2016, Vacheron Constantin made its Overseas watch the symbol of sporty-chic watchmaking. New horizons were explored for this model emblematic of the Maison, through a collection with a revisited design and new calibres that perpetuates its original spirit of 1996. Uniting strength and distinction, a sporty temperament and inherent refinement, the Overseas collection successfully blends performance and style, High Watchmaking and a certain aura of casual elegance. With the passing years, various versions of the Overseas have made their mark with their characteristic six-sided bezels, in-house self-winding movements and interchangeable bracelets/straps.

Everything contributing to the collection's visual signature and horological qualities is to be found in the new Overseas moon phase retrograde date model. At the heart of a 41 mm steel case beats in-house Calibre 2460 R31L/2, combining for the first time in this collection a retrograde date and a high-precision moon phase. The iconic blue lacquered dial features a play on light thanks to the velvet-finish flange and sunburst satin-brushed centre. The complications are displayed with extreme legibility. The entire spirit of the Overseas collection is concentrated in this new watch that is totally versatile and intrinsically horological.



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## Overseas self-winding: clothed in gold and light

Like a new invitation to travel, the Overseas self-winding watch reveals a new facet of its temperament. Its signature style? A harmonious tone-on-tone approach playing with the warm reflections of pink gold clothing its case and bracelet, matched by the radiant glow of its dial draped in transparent lacquer and adorned with a sunburst satin-brushed finish. Vacheron Constantin's artisans devoted a great deal of effort to producing the exact dial nuance, in perfect harmony with the caseband and bracelet. This monochrome look, accentuated by the brilliance of the 90 diamonds finely set on the six-sided bezel evoking the Maltese cross, traces a slim cuff-watch design on the wrist. A jewel-like watch featuring a slender, dainty silhouette that is the perfect companion at all times.





About Vacheron Constantin:

Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for nearly 270 years, faithfully perpetuating a proud heritage of watchmaking excellence and stylistic sophistication through generations of master craftsmen.

At the pinnacle of Haute Horlogerie 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 collections: Patrimony, Traditionnelle, Métiers d'Art, Overseas, Fiftysix, Historiques and Egérie. It also offers its discerning clientele of connoisseurs the rare opportunity to acquire vintage pieces within the Les Collectionneurs assortment, as well as unique and bespoke timepieces by means of its Les Cabinotiers department.

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