



Two new Good Design Awards for Louis Moinet

"It's an extraordinary achievement for an independent workshop to receive two new Good Design Awards, taking the total number of prizes we've been awarded by this great institution to five. One of the two award-winning timepieces has already sold out – demonstrating the discernment of our most experienced collector clients."

Four, then five! After the first three Good Design awards scooped just over a year ago, Ateliers Louis Moinet are proud to announce that they have won two more prizes in the same international competition.

Since they were first set up some seventy years ago, the Good Design Awards have sought to assess whether a creation's design enriches people's lives. Companies and independent designers usually submit a total of around a thousand applications, from some fifty different countries. From the paper clip to the Boeing 787 Dreamliner, only the most compelling creations are chosen – regardless of cost, utility, or price, making the competition even more difficult.

"To the best of our knowledge, for an independent Swiss watchmaker to be awarded five prizes in the space of two years is absolutely without precedent," explains Ateliers Louis Moinet's CEO Jean-Marie Schaller. *"Not only does this highlight the creativity of our Ateliers, it also emphasises their ability to continue to innovate. A majority of the panel, comprising 14 design-savvy professionals, were of the considered opinion that our Metropolis Magic Blue and Space Mystery pieces both contributed something new to the art of watchmaking – exclusive, creative, unique added value."*

Metropolis is a city watch, with an ethos combining ergonomics with design, and function with style. Breaking free of neoclassical convention, Louis Moinet has adopted a distinctive, contemporary approach unlike anything the Ateliers have ever done before. Its Magic Blue finish, exclusive to Louis Moinet, gives the piece a unique sense of depth and offers a poetic reminder of the immensity of the heavens, the focus of Mr Louis Moinet's own observational astronomy two centuries ago.

Space Mystery, meanwhile, is the world's first "satellite tourbillon", with the cage balanced by means of a planet that rotates around it – just one of several exclusive Louis Moinet features. Space Mystery also includes authentic fragments of a mysterious meteorite from the far-flung regions of space that holds traces of amino acids – possibly one of the first forms of life in the universe. This unique Fine Watchmaking composition is also showcased on a Magic Blue dial.

About Louis Moinet

*Ateliers Louis Moinet was founded in Saint-Blaise, Neuchâtel, in 2004. The fully-independent firm was established to honour the memory of Louis Moinet (1768-1853): master watchmaker, inventor of the chronograph in 1816 (certified by Guinness World Records™), and pioneer in the use of very high frequencies (216,000 vibrations per hour). Louis Moinet was a watchmaker, scholar, painter, sculptor, and teacher at the School of Fine Arts – as well as the author of *Traité d'Horlogerie*, a*



LOUIS MOINET
1806

watchmaking treatise published in 1848 that remained a definitive work of reference for almost a century. Today, Ateliers Louis Moinet is perpetuating this legacy. The firm's timepieces, produced in limited editions only, have won some of the most coveted honours, including a Red Dot Design Award (Best of the Best category), gold and bronze medals in the Chronometry Competition, a Robb Report "Best of the Best" award, a "Chronograph of the year" distinction from Begin magazine, Japan, and a recent UNESCO Award of Merit. Louis Moinet creations often make use of unusual materials, such as fossils and meteorites, combined with bespoke fine watchmaking complications in a unique creative approach. The brand's core values are creativity, exclusivity, art and design.