



LOUIS MOINET  
1806



MUSE  
DESIGN AWARDS  
2023 WINNER

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MEMORIS SPIRIT



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DESIGN  
AWARDS

# MEMORIS SPIRIT

## Muse Design Award 2023

**Honored by the prestigious platinum prize of the MUSE design award, the MEMORIS SPIRIT represents the creative spark that elevates the chronograph to unscaled heights.**

A jury of design experts acknowledged the MEMORIS SPIRIT's unique ability to transcend codes and fashions in order to become a timeless work of art.

Once again, the creations emerging from the Ateliers Louis Moinet have been recognised for their avant-garde design and have clinched this prize for the sixth time in a row.

### **MUSE AWARDS | Celebrating tomorrow's muses**

The MUSE Awards garner over 75,000 registrations in 108 countries. They pay tribute to outstanding talents that inspire others to reach for the highest summits.

They were launched by the International Awards Associate (IAA), an acronym that also stands for "Inspire, Advance, Achieve." The MUSE Awards are conferred by a jury of more than 200 experienced professionals from around the world, who are looking for the next stars of industry.

The MUSE design awards acknowledge innovative and inspiring creations that are bound to become tomorrow's references. The prizes are particularly important for the Asian community, which boasted many winners at the 2023 event, especially in the field of architectural design. Among the more remarkable creations are the Wanda Plaza complex in Beijing, the International Railway Exhibition and Trading Centre in Chengdu, and the large city park of Guangzhou. Other winners include the Neuron Pod at the Queen Mary University in London, which was noted for its avant-garde lighting system, as well as the Danish brand Grumdesign, which makes sleek and elegant furniture. These projects are witness to the diversity and excellence of design throughout the planet.

### **MEMORIS SPIRIT | Technology distilled**

The MEMORIS SPIRIT comes in an 18-carat rose gold case, with an exceptional diameter of 40.7 millimetres and fluid, tightly drawn curves. A large domed sapphire crystal was created



from scratch as a display case for the unique mechanism, which is made up of over 300 components. What's special about this engine is that it has been divided in two, with the automatic winding part at the back and the chronograph part at the front. This new, different, and indeed unique conception allows you to admire the measuring mechanism of each operation: start, stop, reset. Pressing the single push-button once is all it takes to launch a unique spectacle before your very eyes. The column wheel, with its basic tothing and precisely cut vertical columns, leads this performance.

## **MEMORIS SPIRIT | Transcending watchmaking codes**

The MEMORIS SPIRIT boasts strong stylistic elements that are revealed by innovative technical solutions. First, there is the highly technical sapphire dome, which allows for the optimal arrangement of volumes inside. The openworked lugs perfectly emphasise the smooth integration of the bracelet. The single push-button is particularly ergonomic, as it facilitates the use of the chronograph. The crown support was designed with aerodynamic lines. The flange, with its double display, is ingeniously integrated under the sapphire crystal. As for the translucent counters, they were chosen to allow the complexity of the mechanism to be appreciated.

## **MEMORIS SPIRIT | The soul of a genius**

The marvelous magic of the chronograph appears on the dial side, where it is entirely visible. This exceptional achievement has now become iconic. The design of the MEMORIS SPIRIT fully respects Louis Moinet's heritage. It is inspired by the first chronograph in the world, built in 1816 by Louis Moinet himself (Guinness World Records™).

# TECHNICAL SPECIFICATIONS

## MEMORIS SPIRIT



2022



2023



2023

### WATCH

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LIMITED EDITION

28 watches

### CASE

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MATERIAL

18 K 5N rose gold, polished and satin-finished



DIAMETER

40.7 mm

### MOVEMENT

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FUNCTIONS

Hours, Minutes, Seconds  
60-second & 30-minute chronograph counters

COMPLICATION

Single-pusher column-wheel chronograph



TYPE

Self-winding mechanism  
Balance with screws



OSCILLATIONS

28,800 vibrations/hour



JEWELS

30



POWER RESERVE

48 hours



WATER RESISTANCE

50 metres

## ABOUT LOUIS MOINET

Throughout his life, Louis Moinet pursued the art of genius without consideration for his legacy. He was a man possessed by his craft. As it happened, his humility almost denied him the plaudits he deserved for his enormous contributions to the history of horology.

The inventor of both the world's first chronograph and the first high-frequency watch, Moinet would not receive widespread acclaim for either for more than one Thunder year after his death. Jean-Marie Schaller was responding to a call of destiny when he took on the mission to preserve Louis Moinet's exceptional heritage and to share it with the rest of the world. In 2012, at an auction, he discovered and acquired Louis Moinet's famous "compteur de tierces". This instrument, identified as the world's first chronograph, was introduced to the general public on 21 March 2013, a date that rewrote the history of watchmaking. Thus, Louis Moinet was officially awarded the prestigious title of "First Chronograph" by the Guinness World Records™ organisation.

Ever since, Les Ateliers Louis Moinet in St-Blaise has worked tirelessly to protect and promote the legacy of Louis Moinet (1768–1853), harnessing the same creative spirit that propelled Moinet himself to greatness. Under the watchful eye of Schaller, Les Ateliers Louis Moinet produces exclusively mechanical timepieces that fall into one of two categories, either "Cosmic Art" or "Mechanical Wonders".

Every Louis Moinet timepiece is produced as either a one-of-a-kind pièce unique or as part of a strictly limited series. Continuing the inventive and eccentric legacy of the man behind the name, Louis Moinet's creations often make use of unusual and rare components, such as extraterrestrial meteorites or prehistorical materials.

The brand's core values are creativity, exclusivity, and art and design. This unique creative approach within the world of mechanical horology has enabled Louis Moinet to win over 50 of the world's most prestigious awards, including a UNESCO Award of Merit, seven Red Dot Design Awards, eighteen Good Design Awards, gold and bronze medals in the International Chronometry Competition, and many more.

Jean-Marie Schaller also personally received two illustrious distinctions: he was awarded the high-ranking title of "Darjah Seri Sirajuddin Perlis" corresponding to a knighthood, and was also honoured with the Prize for Horological Creativity Contribution Award for his "overall contribution to watchmaking".