



## A Star Through Time: Zenith brings its unique and immersive *Le Monde Étoilé* exhibition to Singapore

2019 is a milestone year for Zenith. Besides the yearlong 50<sup>th</sup> anniversary celebration of its iconic El Primero chronograph calibre, this year also marks the first anniversary of *Le Monde Étoilé*, a uniquely immersive experience at the Zenith manufacture that allows visitors to discover the history of Zenith and Swiss watchmaking. Now, for the first time ever, the experience will be brought to Singapore in a unique pop-up exhibition dubbed "A Star Through Time", where the public is invited to enter the world of Zenith in an unprecedentedly interactive manner.

Having partnered with the Neuchâtel Tourism Office in 2018 to create an unforgettable experience for those visiting the cradle of Swiss watchmaking and wishing to learn more about what goes into making a true manufacture watch, the scenographers were able to create a 360° experience for visitors to witness the inner workings of a fully-fledged watchmaking manufacture. Visitors can learn about the past, present and future of the El Primero calibre, with rare watches from the archives on display for all to admire. Interactive displays using cutting-edge audio-visual presentation technologies create an unforgettable, sensory voyage through time.

Taking place from August 28 to September 1 at Ngee Ann City Civic Plaza on the prestigious Orchard Road, *A Star Through Time* will debut its worldwide tour with Singapore as the first stop, then make its way to other exclusive destinations in 2020. "Singapore has always been accommodating to Zenith's forward-thinking approach to watchmaking. By bringing *Le Monde Étoilé* ahead of our new Singapore boutique's opening, we are offering a unique occasion to discover the past, present and future of Zenith in such a captivating way" said Zenith's CEO Julien Tornare at the press conference opening the exhibition on August 29. Alongside watch journalists and influencers, the press conference was graced with the presence of Yann Engel, Director of Neuchâtel Tourism.

*Le Monde Étoilé* will also pay homage to a Zenith hero, telling the tale of how watchmaker Charles Vermot's rebellious yet courageous act of safeguarding the tools necessary for the manufacture of El Primero in the attic of the Zenith manufacture played a pivotal role in the continuity of the exceptional calibre. Guests can create interactive photos with 3D displays and props as they travel back in time to a 3D recreation of the secret attic.

At *A Star Through Time*, visitors will be treated to a number of events and activities, from a watch clinic and watchmaking workshops, to panel discussions and happy hours with special guests. Visitors will be able to get up-close and personal and try on a wide selection of watches from Zenith's collection at the open concept watch bar.

With such an expansive range of hands-on activities, immersive exhibitions and interactive displays, visitors of *A Star Through Time* are able to dive deep into the unparalleled history of Zenith and catch a glimpse of its bright, starlit future.

### **ZENITH: the future of Swiss watchmaking**

With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches, such as the DEFY Inventor with its monolithic oscillator of exceptional precision, and the DEFY El Primero 21 with its high-frequency 1/100th of a second chronograph. Since its establishment in 1865, Zenith has consistently redefined the notions of precision and innovation, including the first "Pilot Watch" at the dawn of aviation and the first serially produced "El Primero" automatic chronograph calibre. Always one step ahead, Zenith is writing a new chapter in its unique legacy by setting new standards of performance and inspired design. Zenith is here to shape the future of Swiss watchmaking, accompanying those who dare to challenge time itself and reach for the stars.