

“LE MONDE ÉTOILÉ DE ZENITH”

A unique watchmaking experience designed for the public at large

Neuchâtel Tourism chose Zenith to illustrate its original project dedicated to promoting the Swiss watch industry. An open invitation to explore the universe of the brand with the guiding star, “LE MONDE ÉTOILÉ DE ZENITH” features an original and fascinating journey through the Manufacture.

Le Locle (Switzerland), Thursday April 26th, 2018 – A world-first initiative featuring a unique watchmaking experience, this exclusive collaborative endeavour was announced at a press conference held in Le Locle at the Manufacture Zenith. Alongside watch journalists and influencers, a number of partners and personalities from the Neuchâtel region congregated for this event that was notably graced with the presence of Julien Tornare, CEO Zenith ; Yann Engel, Director Neuchâtel Tourism ; Michel Etter, Director Thematis ; as well as Jean-Nathanel Karakash, State Councillor in charge of the cantonal Department of Finance and Social Services.

An unprecedented partnership

In seeking to promote the reputation of the region’s rich watchmaking heritage, Neuchâtel Tourism constantly develops its range of related activities designed to satisfy visitors eager for exceptional experiences, and its Director Yann Engel explained: “This partnership with the Zenith watch Manufacture was a natural and obvious choice that finds its ultimate expression in the visit we call “**LE MONDE ÉTOILÉ DE ZENITH**”. It is an invitation to explore the watchmaking universe in a dynamic, contemporary and entertaining spirit.” Zenith’s CEO Julien Tornare enthused: “It’s a real honour for Zenith to have been selected among all the other Manufactures in the region for this project that really galvanised the teams. ‘Le Monde Étoilé’ will give everyone an opportunity to enjoy a unique experience and to understand how our timepieces work, while plunging into the heart of our history.”

An initiatory journey

Specially created for the general public by the museography specialists at Thematis, this first guided tour of a prestigious watch Manufacture offers an authentic initiatory journey to the heart of the mechanical watch and its mysteries. Entirely in tune with the current ever-greater enthusiasm for authenticity and fine craftsmanship, this unusual scenography offers an exceptional 360° experience revealing the inner workings of a Maison uniting around 80 watchmaking professions under its roof. The first part of the exhibition consists in a total immersion into the world of precision, plunging visitors into darkness and staging a lively hologram show, along with a contemporary stage-setting highlighting certain key heritage elements.

Throughout this exclusive and unique route that visitors are invited to explore each Friday, they will also become acquainted with each stage in the creation of mechanical marvels – from technical development to component production through to movement assembly – admirably combining noble watchmaking traditions with avant-garde innovations.

About Zenith: an exceptional brand in an exceptional location

Since 1865, Zenith has been guided by authenticity, daring and passion in pushing the boundaries of excellence, precision and innovation. Soon after its founding in Le Locle by Georges Favre-Jacot, Zenith gained recognition for the precision of its chronometers. This expertise has been rewarded by 2,333 chronometry prizes in just over a century and a half of existence, an absolute record. The Manufacture Zenith is still located in the exact spot where it was born, at the heart of the Neuchâtel mountains, in the small town of Le Locle which has listed as a UNESCO world heritage site for its watchmaking town planning. Famed for its legendary 1969 El Primero calibre enabling short-time measurements accurate to the nearest 1/10th of a second, the Manufacture has since developed over 600 movement variations. Today, Zenith offers fascinating new vistas in time measurement, including 1/100th of a second timing with the Defy El Primero 21; and a whole new dimension in mechanical precision with the world's most accurate watch, the 21st century Defy Lab. Energised by newly reinforced ties with a proud tradition of dynamic, avant-garde thinking, Zenith is now the world's first watch Manufacture to open its doors to the public on its original site.

About Neuchâtel Tourism

For several years, Neuchâtel Tourism has been actively devoted to developing watchmaking-related activities in the Neuchâtel area. Meeting genuine demand among visitors eager to gain an inside view of the watchmaking world, to meet and chat with specialists and to enjoy an immersive experience, the new sensorial experience provided by the Manufacture represents a major new watchmaking project that admirably complements the existing range of opportunities.

Practical details

By prior reservation only

Weekly visiting day: every Friday at 9am

Length: 3 hours

Price: CHF 40 per person

Bookings must be made with Explore Swiss Watchmaking, Espacité 1, 2302 La Chaux-de-Fonds,
T. +41 32 889 68 82, info@explorewatch.swiss, www.explorewatch.swiss

Number of visitors: 1 to 8

Languages: French (German, English, Chinese, Japanese, Spanish)

Minimum age: 14

Address: Rue des Billodes 34 – 2400 Le Locle