



# ZENITH X FELIPE PANTONE

A CHROMATIC, HIGH-FREQUENCY COLLABORATION

*Zenith offers its Manufacture building as a canvas to a contemporary artist, a world-first in watchmaking.*

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From graffiti on the streets to murals and installations in landmark locations across the globe, Argentinian-Spanish artist Felipe Pantone has reached his star in becoming one of the brightest talents in the world of contemporary art.

As an artist who grew up during the dawn of the digital revolution, when the physical world was being rendered into the nascent virtual dimension, Felipe Pantone took the opposite approach in his art, bringing design elements from the intangible digital realm into the real world. His work is all about letting go of all the academic training and pre-existing notions of art, in order to create freely and use modern and unconventional tools in realizing his vision. This mirrors Zenith's own approach, where its rich history and traditional roots have served it to look onwards and build the future of watchmaking on its own terms.

Themes evoked in Pantone's work, which ranges from paintings to interactive kinetic objects and massive public installations are dynamism, transformation and digital revolution. Polarizing and never leaving observers indifferent, Felipe Pantone's work is instantly recognizable and coveted by art-lovers and those with an eye for radical design.







On the collaboration, Felipe Pantone explained "It's both an immense pleasure and an honour for me to be able to work with a watchmaker I admire, transforming a site with such a rich heritage and connection to the history of Swiss watchmaking into a monumental work of art for all to admire. I thank Zenith for the opportunity and its trust in allowing me to work on such a historical landmark." Julien Tornare, Zenith CEO said, "From the moment I encountered Felipe Pantone's work, I felt his unique and dynamic energy. Light, gravity and time all come together in an electrifying way. He's a groundbreaking artist and self-made entrepreneur who has won over the world with his unique artistic

expression. When I learned that he was a fan of Zenith and our uniquely contemporary take on watchmaking, I knew we had to do something together. And I couldn't be prouder of the result." Offering the Zenith Manufacture's main building's tarpaulin as a canvas to the artist, Pantone conceived a grand piece covering the entire building's façade in his signature style, combining a striking range of colours with digital graphics. A first for any watch manufacture and particularly groundbreaking for one whose premises are on the UNESCO World Heritage Site of Le Locle, this collaboration between a historical watchmaker and contemporary artist is a monumental testament to Zenith's innovative, daring and out-of-the-box approach for all to admire.





**Z**enith exists to inspire individuals to pursue their dreams and make them come true – against all odds. Since its establishment in 1865, Zenith became the first watch manufacture in the modern sense of the term, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible – from Louis Blériot’s history-making flight across the English Channel to Felix Baumgartner’s record-setting stratospheric free-fall jump.

With innovation as its guiding star, Zenith features exceptional

in-house developed and manufactured movements in all its watches. From the first automatic chronograph, the El Primero, to the fastest chronograph with a 1/100th of a second precision, the El Primero 21, as well as the Inventor that reinvents the regulating organ by replacing the 30+ components with a single monolithic element, the manufacture is always pushing the boundaries of what’s possible. Zenith has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and break barriers. The time to reach your star is now.



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