



## FROM LE LOCLE TO TOKYO: ZENITH EMBARKS ON THE LATEST DESTINATION FOR ITS IMMERSIVE “A STAR THROUGH TIME” TRAVELING EXHIBITION

**Zenith is celebrating 3 years of its “Le Monde Étoilé” Manufacture experience with travelling exhibition “A Star Through Time”, taking place in Tokyo’s Aoyama neighborhood from November 19 to 23.**

Dubbed *Le Monde Étoilé* in reference to the starry night sky that inspired Zenith’s founder, the Manufacture sought to bring this unique interactive experience across the world in its “A Star Through Time” traveling exhibition. After Singapore and followed by China, the exhibition is coming to Japan from November 19 to 23, taking place at the Jewels of Aoyama shopping complex in one of Tokyo’s hippest and most upscale shopping neighborhoods.

In 2018, Zenith became the first watch manufacture to partner with the Neuchâtel Tourism Office to offer an unforgettable experience for those visiting the cradle of Swiss watchmaking and wishing to learn more about what goes into making a true Swiss manufacture watch. Working with forward-thinking scenographers and using cutting-edge multisensory presentation techniques, the Manufacture was able to create a unique 360° experience for visitors to witness the inner workings of a fully-fledged watchmaking manufacture.

A Star Through Time consists of five immersive spaces that tell the story of Zenith and its numerous personalities and accomplishments that forever changed the landscape of Swiss watchmaking. Visitors can embark on a visual tour of the town of Le Locle, home of the Zenith Manufacture. Zenith brand ambassador and actor **Ryoma Takeuchi** will narrate the virtual guided tour of the town, regarded as the birthplace of the vertical Swiss watchmaking manufacture and cherished as a UNESCO World Heritage Site.

On this occasion, Zenith worked with local artist **Maaya Wakasugi**, who blends traditional Japanese calligraphy with his own contemporary touch, to tell the tales of “Zenith Heroes” through a series of original drawings and illustrations. They recount the stories of the great visionaries who chose to wear Zenith watches during decisive moments that changed the course of history. The exhibition also features a digital space with a 360-degree movie that recreates the secret walled-off attic where Charles Vermot famously hid the tools and plans used to make the El Primero movement, ultimately saving its future. Visitors can explore and take photos in the recreated attic in 3D.

An all-new segment has been added to the exhibition, which traces the origins of the **Chronomaster Sport** and history of the El Primero with a retrospective on some of the most important historical Zenith chronographs of the past 50 years that continue to inspire the Chronomaster line. The exhibition A Star Through Time will feature not only the latest interactive exhibits, but also a series of planned events, including a ladies' talk show hosted by Zenith Friend of the Brand and media personality **Airi Hatakeyama**, a Watch Clinic on weekends and a panel discussion hosted by **Kaname Murakami**, WWDJAPAN, Editor in Chief.

The entire pop-up exhibition can also be discovered in the form of a virtual tour directly on the Zenith website: <https://www.zenith-watches.com/int/livetour/tokyo>

Zenith fans and watch-lovers in Japan can now look forward to a new source of exclusive content, as the Manufacture is launching its presence on “Line”, the most popular social media platform in the country.



## **ZENITH: TIME TO REACH YOUR STAR.**

Zenith 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. Zenith is also highlighting visionary and trailblazing women - past and present - by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfill their dreams.

Zenith exclusively uses its own in-house developed and manufactured movements across all of its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, Zenith has gone on to master the complication with even more precision, capable of measurements to the closest 1/10th of a second in the most recent Chronomaster lines, and 1/100th of a second in the DEFY collection. 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.

