



ZENITH PRESENTS “MASTER OF CHRONOGRAPHS”: AN IMMERSIVE EXHIBITION CELEBRATING ITS HISTORIC EL PRIMERO MOVEMENT

The New York pop-up experience marks the first global appearance of the “Master of Chronographs” exhibit since its introduction in Geneva.

New York, June 15, 2022: Yesterday evening, during a cocktail at the iconic Phillips Auction House on Park Ave, ZENITH’s guests and members of the press were invited to discover the immersive “Master of Chronographs Since 1865” pop-up before its official opening to the public. First unveiled during Watches & Wonders in Geneva, the 360-degree “Master of Chronographs” exhibition is an unprecedented effort to elevate the art, science, and history of chronograph movements in the watchmaking industry. This unique experience celebrates ZENITH’s role in the evolution of this iconic complication and welcomes New Yorkers and visitors alike to experience the world of watchmaking in a special exhibition. ZENITH’s “Master of Chronographs” pop-up is open to the public from June 15th to 17th from 10 am- 6 pm in New York City.

To share its remarkable know-how in the field of chronographs, ZENITH is offering a multitude of educational activities throughout the week, which include a watch clinic led by a master watchmaker, a tour of the exhibition’s historical pieces, as well as exclusive presentations of its latest novelties hosted by ZENITH’s Product Development and Heritage Director, Romain Marietta. The outside of the building is decorated with original artwork by Felipe Pantone, with whom ZENITH has been collaborating with since 2020. Inspired by the artist’s grand piece draping the ZENITH Manufacture’s main building in the UNESCO World Heritage Site of Le Locle, the artwork found on the outside of the “Master of Chronographs Since 1865” pop-up exhibition was conceived by Pantone in his signature style, combining a striking spectrum of colours with a “pixelized” aesthetic.

Few movements have been as influential and truly iconic as the original ZENITH El Primero calibre, the world’s first automatic high-frequency integrated chronograph originally launched in 1969. Over 50 years later, it remains the benchmark of precision among automatic chronograph movements. The “Master of Chronographs” exhibition brings the fascinating history of the El Primero calibre to life through a series of historically significant archival timepieces. These rare objects, accompanied by the legacy of the watchmakers that propelled the Maison into the future, take visitors on an unforgettable journey through time.

On the new “Master of Chronographs” exhibit, **ZENITH CEO Julien Tornare** said, “ZENITH’s iconic El Primero chronograph movement has played a critical role in the evolution of the complication for over 50 years. We are thrilled to present an exhibition that captures its fascinating history and are honoured to host it at the legendary Phillips Auction House, which plays a pivotal role in preserving and sharing the art of horology with the world.”

For more information and to sign for activities please visit:

https://www.zenith-watches.com/en_us/brand/new-york-pop-up.



"MASTER OF CHRONOGRAPHS" EXHIBITION SCHEDULE

Daily Wednesday, June 15 through Friday, June 17:

10:00 AM to 5 PM *Every hour	30-40-minute hands-on watchmaking clinics
11:00 AM	Historical tour of exhibit led by ZENITH's Product Development and Heritage Director, Romain Marietta.
4:00 PM	Product presentation of ZENITH's latest novelties with Product Development and Heritage Director, Romain Marietta.

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 vertically integrated Swiss watch manufacture, 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 by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfil their dreams.

With innovation as its guiding star, ZENITH exclusively features in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, ZENITH has gone on to master high-frequency precision and offers time measurements in fractions of a second, including 1/10th of a second in the Chronomaster collection and 1/100th of a second in the DEFY collection. Because innovation is synonymous with responsibility, the ZENITH HORIZ-ON initiative affirms the brand's commitments to inclusion & diversity, sustainability and employee wellbeing. ZENITH has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and reach new heights. The time to reach your star is now.