



VACHERON CONSTANTIN

Manufacture Horlogère. Genève, depuis 1755

Vacheron Constantin Partner to the Swiss Pavilion At Expo Milan 2015

Vacheron Constantin will be presenting the “Arts & Crafts & Design: Time according to ECAL and Swiss Craftsmen” exhibition, produced in partnership with ECAL/Ecole cantonale d’art de Lausanne (University of Art and Design Lausanne) and the Fondazione Cologni dei Mestieri d’Arte (at the Swiss Pavilion at Expo Milan 2015, (the Universal Exhibition to be hosted by Milan) and of which a preview will be launched during the Milan Furniture Fair. This is an innovative approach combining contemporary creation and arts and crafts, and entirely dedicated to knowledge transfer.

The Manufacture Vacheron Constantin is delighted to share its passion and its philosophy in its capacity as partner to the Swiss Pavilion at Expo Milan 2015. This prestigious event represents a magnificent opportunity for exchanges as well as a unique showcase for the expertise and crafts of the participating countries. Expo Milan 2015 will take place in Italy from May 1st to October 31st 2015 and is particularly relevant in view of the history of the Manufacture: in 1819, François Constantin, during a voyage to Italy, first enounced the working principle that is now the company motto: *“Do better if possible, and that is always possible...”*

The exhibition to be presented in Milan is the fruit of a joint project bringing together ECAL, the prestigious university of art and design with an international reputation, the Fondazione Cologni dei Mestieri d’Arte, an institution known for its commitment to the sustainability of the artistic crafts, and the Manufacture Vacheron Constantin. Since 2013, Vacheron Constantin has partnered the ECAL’s Master of Advanced Studies in Design for Luxury & Craftsmanship, a unique training course for the various creative arts professions related to the world of luxury. This is an opportunity for students to make a contribution each year to conducting a concrete project, in partnership with the Manufacture.

This original approach links contemporary creation to ancestral know-how. Within the framework of this project, ECAL and Vacheron Constantin have asked 12 students to combine their creativity with that of experienced craftsmen in order to produce unique objects and demonstrate the richness, the variety, as well as the relevance to contemporary creation of these artisanal crafts. Under the leadership of Andrea Trimarchi and Simone Farresin (Studio Formafantasma) these 12 “duos” have worked on the same theme, Time, and more precisely the cyclical time of the seasons, using materials as diverse as paper and glass. Visitors will thus have an opportunity to explore mobiles crafted with an automaton maker; a picnic bag made with a saddler; a vase created with a glass blower; a mirror cast in an aluminium foundry; a lamp built with a stonemason; an axe and knives developed with an expert in carbon fibre; an assembly of stained glass windows composed with a master glassmaker; plates designed with a ceramist; fans produced with a paper-cutting specialist; a tray fashioned from marquetry; a millstone carved in conjunction with a stone sculptor and finally a musical box executed with the help of a stringed-instrument maker (luthier).



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These works, born of a student-craftsman dialogue, have given rise to an exhibition entitled *“Arts&Crafts&Design: Time according to ECAL and Swiss Craftsmen*, previewed in Milan during the Milan Furniture Fair (*Salone Internazionale del Mobile* from April 14th to 19th 2015) prior to being presented in the context of the VIP Lounge of the Swiss Pavilion for the entire duration of Expo Milan 2015 (May 1st to October 31st 2015).

Taking part in Expo Milan 2015, a prestigious event steeped in history, is a fascinating opportunity for ECAL, for the Fondazione Cologni dei Mestieri d’Arte as well as for Vacheron Constantin, and provides an opportunity to present the very best of Swiss expertise.

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About Vacheron Constantin

Founded in Geneva in 1755, Vacheron Constantin is the world's oldest watch manufacturer engaged in uninterrupted activity for 260 years. Founders of the very spirit of technical and precious Fine Watchmaking, the men and women of Vacheron Constantin continue to design, develop and produce exceptional timepieces true to the brand's three fundamentals: perfectly mastered techniques, inspired and harmonious aesthetics, and an extremely high level of finishing.

Pursuing its longstanding ties with the world of art and culture, Vacheron Constantin is committed to fostering Artistic Crafts that play such a key role in contemporary creativity, while highlighting the excellence achieved by combining these talents with those of Design.

Its support to the vibrant life force of creativity is notably illustrated through fostering the international influence and ensuring the longevity of the artistic crafts, which could indeed not survive without this determination to promote their transmission. A transmission that is exercised on a daily basis within the Manufacture, notably between master-watchmaker and apprentice, thereby perpetuating the tradition of sharing cultivated within the Maison for the past ten generations.

About ECAL/University of Art and Design Lausanne

ECAL is one of the world's leading schools in the field of art and design. It is directed by Alexis Georgacopoulos and offers six Bachelor's Degree programmes (Fine Arts, Film Studies, Graphic Design, Industrial Design, Media & Interaction Design and Photography) and five Master's Degree programmes (Art Direction, Fine Arts, Film Studies, Product Design and Integrated Innovation for Product & Business Development). It also offers a Foundation Year preparing students for entry into its departments, along with two Master of Advanced Studies degree in Design for Luxury & Craftsmanship and in Design Research for Digital Innovation. www.ecal.ch

About the Fondazione Cologni dei Mestieri d'Arte

The Cologni Foundation for the Métiers d'Art is a private non-profit organisation founded in Milan in 1995 by its President Franco Cologni. The Foundation promotes a range of cultural, scientific and educational projects, aimed at protecting and fostering the arts and crafts. The "Mestieri d'Arte" and "Ricerche" book series (published by Marsilio) narrates the history of this outstanding heritage, from its origin to the present day, examining both the great tradition of Italian know-how and new interpretations of contemporary craftsmanship. The book series "Storietalento", published by Carthusia, introduces children to the fascinating world of Italian artistic crafts. The Cologni Foundation created the magazine *Arts & Crafts & Design*, published by Swan Group, dedicated to the excellence of the "Made in Italy" hallmark. The Cologni Foundation actively supports the training of young people in high-skilled craftsmanship and their integration into the labour market with its internship project "A School, a Job. Training to Excellence". www.fondazionecologni.it