

AUDEMARS PIGUET

Le Brassus

FIRST STONE FOR THE NEW "HOTEL DES HORLOGERS"



(From left to right: Marie Stahl, Architecte Associée, CCHE. Stéphane Jaquier, Head Buildings & Infrastructure, Audemars Piguet. Hannes Ehrensperger, Architecte Associé, CCHE. Simon Scheller, Project Manager, BIG New York. Steve Petruzzello, Board Member, Audemars Piguet. Olivier Audemars, Vice Chairman of the Board of Directors, Audemars Piguet. Jasmine Audemars, Chairwoman of the Board of Directors, Audemars Piguet. Lucas Imhof, Project Specialist, Audemars Piguet. Olivier Français, National State Councillor of Switzerland. Cesla Amarelle, Regional State Councillor of the region of Vaud. Cédric Paillard, Tourist Office Director, Vallée de Joux. Patrick Viquerat, President of the Village, Le Brassus. Claudia Eitahir, Architect Project Manager, Audemars Piguet.)

On June 4th 2018, the first stone of the new Hôtel des Horlogers was laid in Le Brassus, cradle of the Audemars Piguet Manufacture in the heart of the Vallée de Joux.

The ceremony, followed by a cocktail, was held in presence of Jasmine Audemars, Chairwoman of the Audemars Piguet Board of Directors, Olivier Audemars, Vice-Chairman of the Board of Directors and François-Henry Bennahmias, Chief Executive Officer of Audemars Piguet. The main partners of the project, Danish architects BIG, and Swiss architects CCHE as well as the authorities of the Vallée de Joux and of the Canton of Vaud also attended.

During the ceremony, Jasmine Audemars presented this unique project combining respect of the hotel's origins and openness to the world, transmission of the traditions of the Vallée and freedom of imagination. "This project is far from simple, but it is important, not only for Audemars Piguet but for the entire Vallée de Joux. The hotel is a way to attract a broader public to our stunning Vallée de Joux. It is not only primordial for us to be able to cater to the needs of the international travellers but also to those of our local neighbours".

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The new Hôtel des Horlogers will join history and modernity. It was imagined in order to fit in not only with the Vallée's environment, but also with the local culture and habits – warm and authentic materials, friendly atmosphere. Its design – signed by BIG – integrates the natural surroundings.

The hotel will offer 50 rooms with all comfort and views towards the Risoud forest, two restaurants and a lounge bar, a wellness area, a fitness as well as 3 seminar rooms.

Stay tuned for further information on the following steps.

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Photos and press release - <https://audemarspiguet.picturepark.com/Go/Aw6NH9Gx>

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About Audemars Piguet

Audemars Piguet is the oldest fine watchmaking manufacturer still in the hands of its founding families (Audemars and Piguet). Since 1875, the company has written some of the finest chapters in the history of Haute Horlogerie, including a number of world firsts. In the Vallée de Joux, at the heart of the Swiss Jura, numerous masterpieces are created in limited series embodying a remarkable degree of horological perfection, including daring sporty models, classic and traditional timepieces, splendid ladies' jewellery-watches, as well as one-of-a-kind creations. www.audemarspiguet.com

BIG – Bjarke Ingels Group

BIG is a group of architects, designers and thinkers based in Copenhagen and New York. The group is a specialist in the fields of architecture, town planning, research and development. Headed by eight partners, Bjarke Ingels, Andreas Klok Pedersen, Finn Nørkjær, David Zahle, Jakob Lange, Thomas Christoffersen and Managing Partners, Sheela Maini Søgaard and Kai-Uwe Bergmann, BIG is an international team working on projects that cover many different industries in more than 20 countries. www.big.dk

CCHE

CCHE has been an important player in the Lake Geneva region for approximately one hundred years and over its three sites in Lausanne, Nyon and Le Sentier has a pool of expertise in the fields of architecture, interior architecture, design and execution. The firm can call on its multi-disciplinary team that works across the 5 sectors and 3 activity sites and includes 16 additional areas of work. Thanks to the effects of synergy, the firm can deal with projects of all sizes and offer its clients the flexibility and responsiveness of a small company while guaranteeing objectives in the same way as a large organisation. This desire to excel also takes the form of involvement in various international collaborations, in particular with BIG (Denmark) and Kengo Kuma (Japan), for the execution of large-scale projects. Training is at the heart of the company's priorities and forms an integral part of CCHE values. The company's 160 employees are continually updating their knowledge of current and future standards and of new technological tools. This allows them to remain at the cutting edge and provide incisive, customised solutions. CCHE has significant environmental and social responsibilities that will have an impact on future generations. It was the company's concern for the development of sustainable and responsible architecture that prompted it to commit to meeting the criteria that earned it EcoEntreprise certification in 2009. www.cche.ch

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