



In Paris with Made in Creation



Hélène Fima

The first edition of Made in Creation - Watches & Jewellery was held in Paris from 16 to 22 June. Organised by the School of Art and Culture and the National Institute of Gemmology in partnership with the Swiss Watch Industry Federation FH, this event hosted the Think Time Think Swiss Excellence exhibition on the occasion of a week of encounters focussing on the Swiss watch industry and French luxury jewellery. The event named «Made in Creation», the first of its kind, was intended to foster meetings and debates on themes of watchmaking and jewellery production. In the first part of the week the professionals were invited to discuss topics of shared interest, such as economic and commercial challenges, security, training and the future of the profession. Starting on 19 June, the public days were an opportunity for visitors to discover the world of luxury and the accompanying expertise thanks to the

five exhibitions on show, lectures given by professionals, discovery workshops, demonstrations and days dedicated to the specialist trades.

The programme of the professional days included such items as «Round the world of precious stones» or «Arts and technologies at the service of innovation in watchmaking». The FH was represented by Michel Arnoux who spoke on the subject of the prevention of counterfeiting of Swiss watches. The sales sector was also covered by a presentation on ways of optimising sales of jewellery and watchmaking articles.

In the second part of the week, alongside the discovery workshops and demonstrations, the open days for the public included such attractive titles as «Fabulous stories of famous diamonds», focus on «Two historical jewels, the Charlemagne talisman (9th century) and the emerald pendant of Catherine de Médicis (16th century)», or «Jewels in watches...».

Think Time Think Swiss Excellence, always

on the lookout for fresh audiences, decided to take part in this event and set up its stand in the prestigious environment of the National Gemmology Institute close by the Champs-Élysées.

By supporting Made in Creation, the FH pursued two objectives: to make a lay public aware of Swiss watchmaking while also reaching out to, and informing, professionals in an allied branch. Visitors who walked through the door were immediately plunged into semi-darkness giving the room a warm and subdued atmosphere. In addition they were among the first to discover a completely new medium, the Ludotemps, a tactile table which gives interested persons an opportunity to build their own watch movement and so understand the mysterious interplay of the gearwheels. At the end of the manipulation, a personalised diploma was printed out and handed to the persons who successfully completed the eight phases of assembly of the calibre. Whatever their age, the delighted visitors left with a smile on their faces, proudly holding up their virtual watchmaker's diploma!

Designed as part of the vast project to refurbish the Watchmaking Space in the Vallée de Joux, the original version of the Ludotemps is currently being presented in museum spaces (see www.espacehorloger.ch for further information). This new «itinerant» version adds a recreational and interactive dimension to the FH exhibition. The decision has now been taken: the Ludotemps will accompany the Think Time Think Swiss Excellence on its journey all over the world. The next phase is already on the agenda in Tokyo from 21 to 26 August next to mark 150 years of diplomatic relations and friendship between Switzerland and Japan. ◦