



Passport to Swiss Made Watches

Swiss Made Magazine
6517 Arbedo

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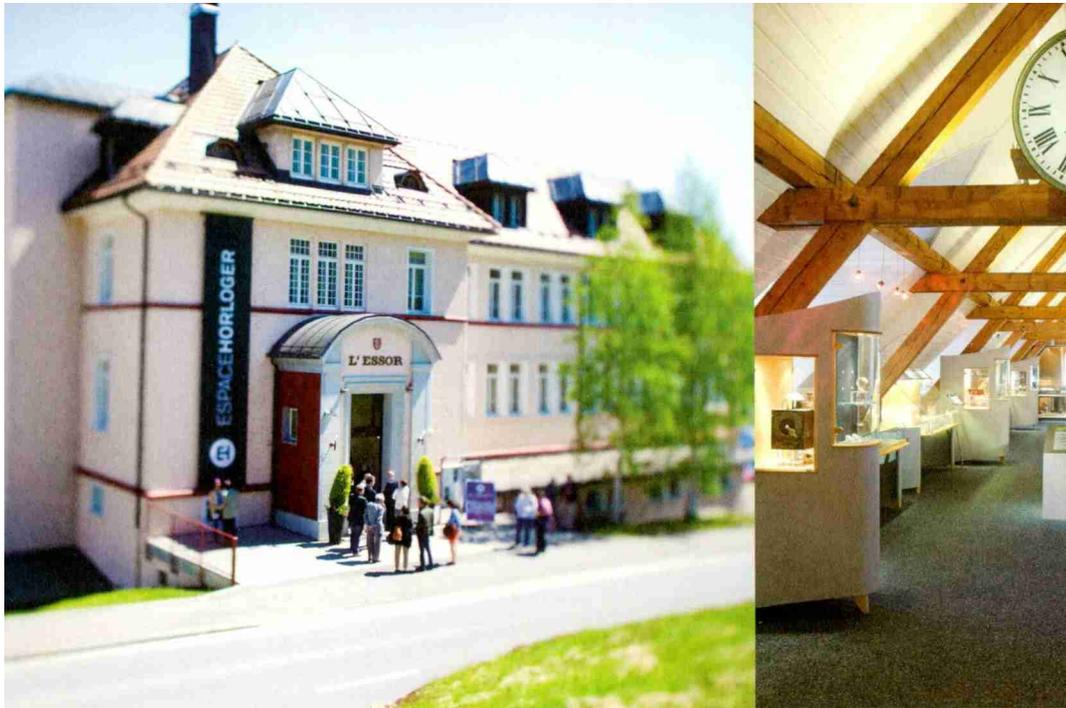
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JOUX VALLEY MUSEUM

ESPACE HORLOGER DE LA VALLÉE DE JOUX

Welcome to the Joux Valley Museum of Watchmaking! In 2012 the centre has undergone a transformation, a process of revitalization that began by redefining its basic identity: that of a museum. Not only a museum, but one with a contemporary appeal, a point insisted upon more than ever by the founders. The museum seeks to stand out and assert its personality by offering an original presentation of watchmaking, its history and its skills through avant-garde interactive and instructive media. It is an approach which, together with local watchmaking history, we are sure will make its mark! On the first floor, the expertise and skills of watchmaking await, plus the chance to really "get under the skin" of a watchmaker! Explanations and demonstrations will perhaps kindle the spark of a future interest or career. Climb the stairs for a journey through time from China to England. Then discover the essential role played by the Vallée de Joux and its horological Grand Complications.

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Summer visiting hours (May to October)
Tuesday to Sunday 10.30 - 17.30

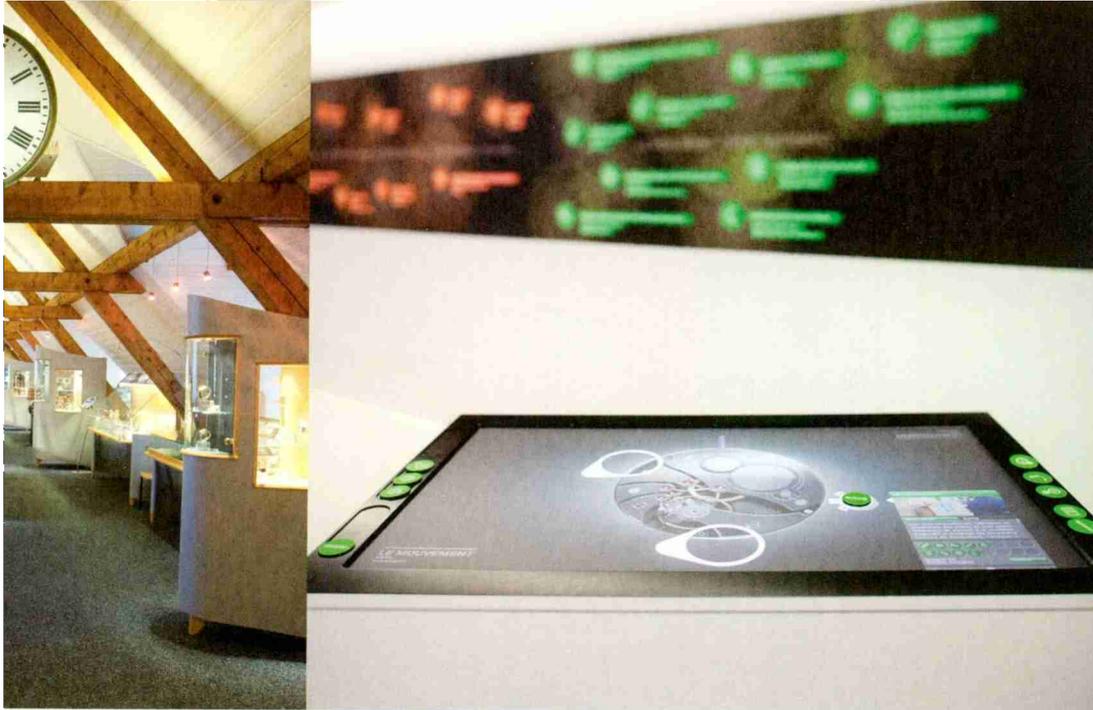
Winter visiting hours (November to April)
Tuesday to Sunday from 13.00 - 17.00



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Skills tables, 3D films and Ludotemps are among the new attractions that await you on the first floor of the Joux Valley Museum of Watchmaking. Its 500 m² of floor space has a unique vocation: to highlight the region and its watchmaking genius. The method: total immersion in the world of a Joux Valley watchmaker.

Entrepreneur and designer Vincent Jaton is the brains behind the museum renovation project. "If you love history, heritage and the art of watchmaking, you can't remain indifferent to a place like the Museum of Watchmaking."

His ambition was to redefine the museum's vocation, to attract members of the general public aged 7 to 77, be they watch enthusiasts or new to the world of horology, and to educate and entertain. He wanted to create a space that would give pride of

place to training and apprenticeships and that above all would spread the word about watchmaking; in short, a modular and educational attraction.

Georges-Henri Meylan is one of the founder members of the museum's foundation. But it is as president of the Paul-Edouard Piguet Foundation that he was able to finance the project from the outset: "We made an initial investment, and then supported the initiative for the first three years. The aim thereafter was that it should operate independently." A former CEO of Audemars-Piguet, he also quickly identified the additional requirements of private museums. "The Museum of Watchmaking is for the industry as a whole. Including brands no longer in existence that were instrumental in the history and expertise of our Valley."