

Media NEWS

2020 Fall-Winter News

New Musée Atelier Audemars Piguet in the Vallée de Joux

Retracing over 145 years of watchmaking history, the Musée Atelier opened its doors to the public on 25 June 2020. It invites members of the public to enjoy an immersive experience at the heart of the past, present and future cultural universe of the brand. Situated in Le Brassus, in the heart of the Jura mountains in Vaud and the cradle of Audemars Piguet, it stands out for innovative museography and contemporary architecture designed to showcase two centuries of watchmaking history.

Echoing the blend of tradition and forward thinking at the heart of Audemars Piguet's craftsmanship, the Musée Atelier presents some 300 watches, including masterpieces of miniaturisation, technical complexity and avant-garde design. Conceived as a space of live crafts, the Musée Atelier also reveals some of the manufacturer's watchmakers and artisans at work in their transparent workshops. By integrating traditional ateliers at the centre of the museum, Audemars Piguet pays tribute to the passionate craftspeople who have given life to Audemars Piguet, generation after generation. The visitors will discover rare timepieces, such as the Universelle—the most complicated watch crafted by Audemars Piguet in 1899—as well as a wide selection of emblematic models including many Royal Oak, Royal Oak Offshore and Royal Oak Concept.

The Musée Atelier can be visited from Monday to Friday by guided tour only and by reservation. Price: CHF 20.- www.museeatelier-audemarspiguet.com

In 2021, a 4* hotel is due to open its doors next to the Musée Atelier.

Lausanne voted best small town in the world

In the ranking of the best small towns in the world, Lausanne triumphs. The Olympic capital is at the top of the "Monocle" Small Town Index, a magazine specialized in international business and lifestyle. To achieve its ranking, the publication focused on the 25 best cities in the world with a population of no more than 200,000 inhabitants.

The correspondents, editors and researchers who participated in this study focused on factors such as the quality of public transport, accessibility by air and rail, and urban metabolism. Lausanne won the title thanks in particular to its worldwide influence, the diversity of its population, its large companies and its natural setting. "Monocle" points out that the efficiency of Lausanne's public transport network and the city's main employers, including the IOC, played a key role in this victory.

<https://monocle.com/magazine/the-forecast/2020/small-packages/>

Plateforme 10 – Lausanne's brand-new arts district

Permanent exhibition at the Fine Arts Museum (MCBA): "Come and see here what you won't see elsewhere!"

"Come and see here what you won't see elsewhere!" – that's the enticing motto for the future permanent exhibition. About 300 works on two floors help visitors understand the special character of Vaud's art collections, as they move through time from the 18th century to the present day.

To display the mcb-a's historical collections to best advantage, several rooms are dedicated to single artists. Examples include Louis Ducros, Charles Gleyre, Félix Vallotton, Théophile-Alexandre Steinlen, and Louis Soutter. Other rooms illustrate major artistic trends with works acquired after World War Two. These exhibits feature drawings and paintings of the second Paris School, geometric abstraction, neo-Fauvism, and new media such as video and installation art.

The works on display will be gradually rotated in future years. www.mcba.ch

PLATEFORME 10 is the new arts district next to Lausanne rail station. It will be home to a galaxy of cultural attractions: the Cantonal Museum of Fine Arts (mcb-a), the Elysée photography museum and the Museum of Contemporary Design and Applied Arts (Mudac). The Toms Pauli and Félix Vallotton foundations will also relocate to the new site. Each institution focuses on a specific discipline – but by bringing them together, Plateforme 10 aims to transcend the boundaries between them. The rival collections in this constellation will generate a strong spirit of place that is sure to emanate a magnetic attraction for visitors. The first stage of Plateforme 10 was inaugurated on 5 October 2019 with the opening of the mcb-a. The Elysée photography museum and the Mudac will open there in 2021. www.plateforme10.ch

Fort de Chillon: opening autumn 2020

Built deep into the rock in 1941, exactly opposite Château de Chillon, this former military site, which was classed as a "secret defence" until 2001, promises total immersion in the astonishing history of a former place of national defence. A genuine military construction, the museum allows visitors to plunge into a labyrinth of galleries at the heart of the mountain. The use of augmented reality and virtual reality shows what life was like in the fort. Opening in October 2020. www.fortdechillon.ch

Redevelopment of outdoor areas at Château de Chillon

The "Jardin anglais" (English Garden) redevelopment project consists of a pavilion-cafeteria surrounded by historic flora as well as the upgrading of the old, cobbled pilgrimage route to Italy. The highlight of the renovation scheme is the new "Café Byron" catering space. Open since June, the new pavilion-restaurant allows members of the public to admire the splendid views of the Château de Chillon through its bay windows while enjoying a break for refreshments at any time of the year. www.chillon.ch