deeply inspired

RED MAJESTY

Exploring the timeless allure of the ruby

The splendours of Burma
A spellbinding journey awaits at Inle Lake

Facets of inspiration
Artworks inspired by the inner world of the ruby

Witnessing the birth of Mother Earth
G. Brad Lewis captures the fierce process of volcanic creation

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GENEVE

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JAEGER-LECOULTRE

JAEGER-LECOULTRE POLARIS CHRONOGRAPH

THE REBIRTH OF AN ICON

First introduced in 1968 as a diver's watch, the Jaeger-LeCoultre Polaris is brought back to life 50 years later in a contemporary version, equipped with the Manufacture Calibre 751H, as part of the new Jaeger-LeCoultre Polaris collection designed, manufactured and assembled in-house.
www.jaeger-lecoultre.com

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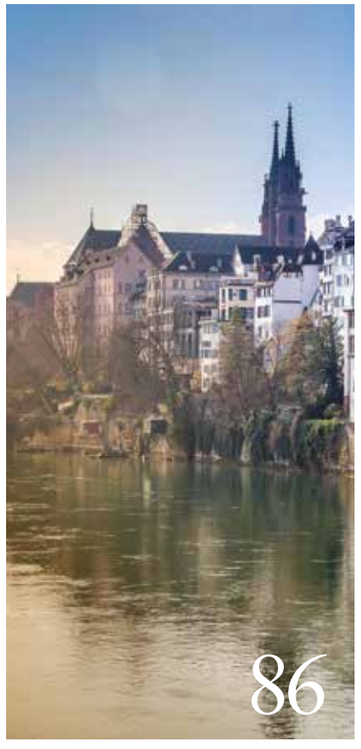
Dive even deeper into Gübelin's Deeply Inspired philosophy with our next issue and explore the mysterious inner world of precious gemstones



ULYSSE NARDIN

SINCE 1846 LE LOCLE - SUISSE

GÜBELIN
JEWELLERY

Our jewellery is inspired by the fascinating inner world of coloured gemstones.
Find out more about the Wings of a Dragonfly ruby necklace at gubelin.com/glowingfire

A Swiss, family-owned firm since 1854

Raphael Gübelin
President

Dear Readers,

The king of precious gemstones possesses a captivating fire within. It is the ruby, associated with love and passion, and our featured stone for this issue. This precious gemstone holds a special meaning for the House of Gübelin's Deeply Inspired philosophy; a ruby is embedded in every piece created by Gübelin Jewellery and it represents our dedication to the unique combination of beauty, knowledge and craftsmanship values that we hold in the highest regard.

Following this vision, this issue takes you on a journey into the fascinating world of the ruby. Experience its inner and outer splendour as you discover the mesmerising forms and structures within, which also inspired the ever-radiant and sophisticated jewellery pieces of the Glowing Fire world, highlighted in this season's photo shoot, where we take you to centre stage at the Zurich Opera House. Gracious instruments bring music to life, while you encounter effortlessly elegant timepieces.

Our travel story to Burma (Myanmar), legendary source of the most sought-after rubies, features the picturesque region around Inle Lake where you will learn about Burma's cultural legacy, explore the power of faith under golden pagodas and encounter a people of the highest compassion.

We dive further into the enchanting, hidden universe of the precious ruby with Swiss contemporary artist Athene Galiciadis and Gübelin Jewellery designer, Michael Bühler. The two artists drew inspiration exploring the photomicrography of a ruby to create unique pieces of art.

Equally inspired by the captivating ruby, Gübelin Jewellery and Parmigiani Fleurier brought to life a limited edition that honours the intriguing form that lies within the ruby, revealing a wondrous inner world ablaze with embers and energy.

May the inner fire of the ruby enchant you,

Raphael Gübelin

Sheila Barron Smithie

RED MAJESTY

EXPLORING THE TIMELESS
ALLURE OF THE RUBY

Our astonishingly complex eyes respond intensely to red, a colour which plays a powerful role in the human mind. Red speaks to our imaginations, triggers our emotions, resonates deeply in our cultures. From our earliest civilisations, ruby – the gem of the purest red – has been prized as the rarest of treasures.

In India, rubies were revered from ancient times in the graceful verses of Hindu literature, worn by maharajas and sultans, and hailed in Sanskrit as *Ratnaraj*, "King of Precious Stones." For King Solomon, according to the *Book of Proverbs*, only divine wisdom exceeds the supreme value of rubies. Marco Polo reported that the Chinese Emperor Kublai Khan sought passionately to acquire the King of Sri Lanka's ruby, "the most resplendent object on earth … red as fire," offering "the ransom of a city". Women of great royal houses have commissioned the finest ruby tiaras, from Empress Marie-Louise of France to Queen Elisabeth of Austria-Hungary, from Princess Ashraf of Iran to Queen Elizabeth of England, whose rubies were a gift of the Burmese people.

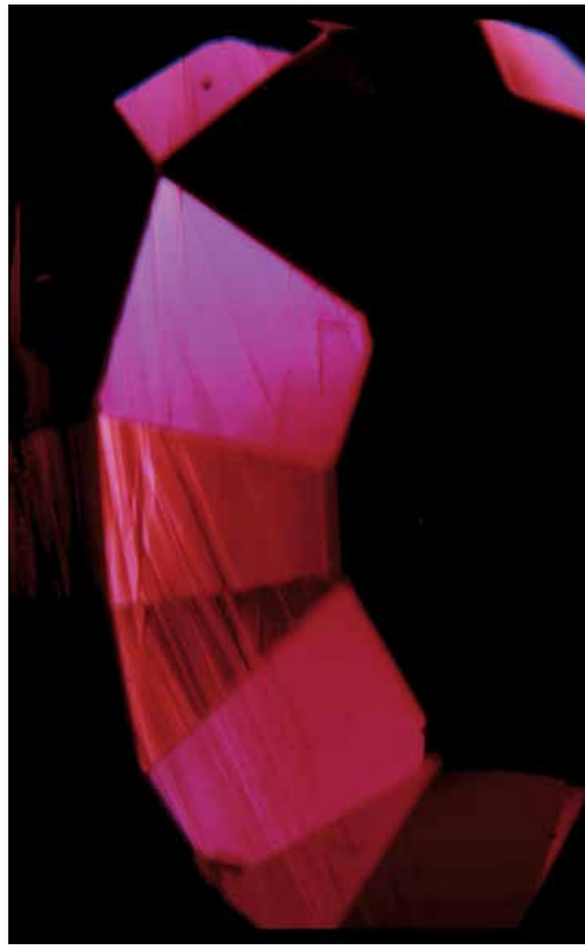
What is it about this fiery stone – likened by the Roman connoisseur Pliny the Elder to "a burning coal" – that inspires such passion? The intensely-saturated red possessed by the best rubies signifies love, energy, prosperity, royalty, and power. The 11th century Persian polymath Al-Biruni described this red as "blood drawn from an artery … sprinkled over a highly polished silver plate." The unforgettable phrase coined by early aficionados, still current among collectors, is "pigeon blood red". This designation of supreme quality indicates that the stone possesses the rare combination not only of ideal hue but also a naturally-occurring, intense, inner luminosity.

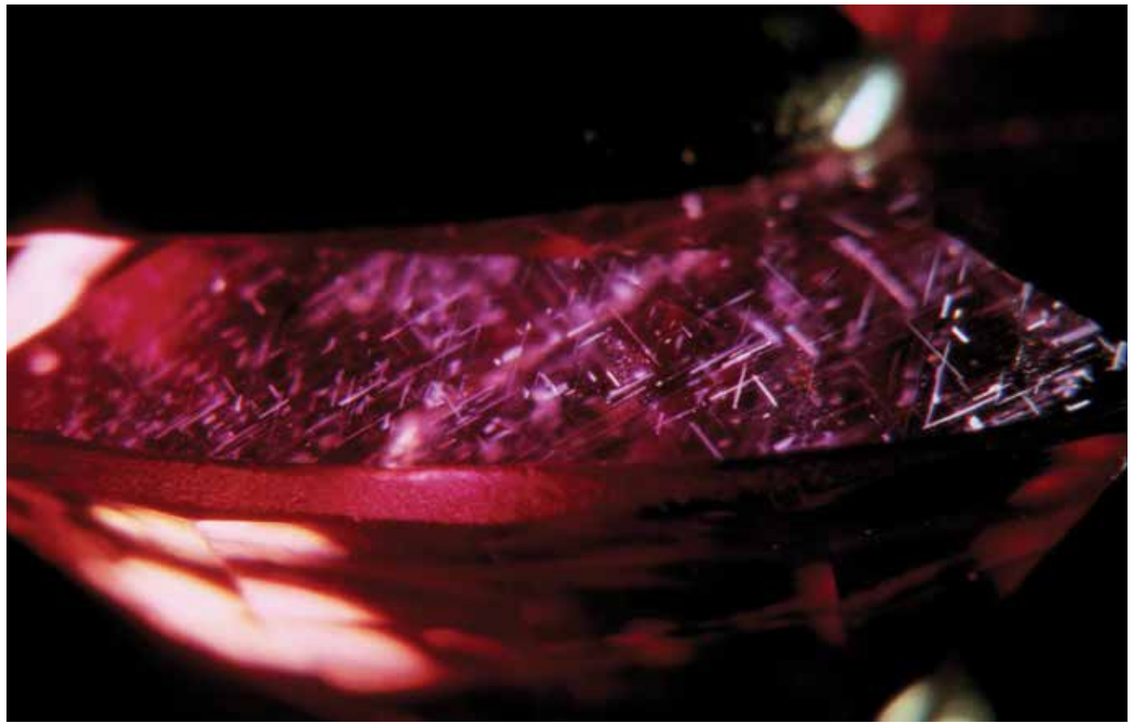
Photo on pages 10 and 11, the fascinating inner world of a ruby. This page, top, Royal Pagoda ring, Gübelin Jewellery, dynamically arranged marquise-shape diamonds surround the Burmese ruby, 4.05 ct, adorning the ring. Bottom, a royal crown with rubies, a symbol of power and authority, photo by Elina Leonova on Shutterstock.com. Opposite page, top, the Burmese rubies in this bracelet exhibit a luminous red, caused by their fluorescence under certain wavelengths of light, photo by Van Pelt, Smithsonian Institution. Bottom, the growth structures inside a ruby from Mogok

Born of power and fire, rubies formed millions of years ago in zones, where continents collided and mountains were built. A rare and dazzling by-product of these monumental impacts is the formation of gem deposits. Deep underground, layers of limestone and minerals are subjected to immense heat and pressure. Super-heated water delivers essential, scarce elements. During this mighty process of geological metamorphosis, when all these ideal conditions obtain, ruby crystals form. In East Africa and the Himalayan region, stunning river and cavern concentration of rubies surfaced after millions of years of weathering.

In northern Burma lies ruby-rich Mogok, a remote valley dotted with caverns and sinkholes, and tucked among green mountains topped by Buddhist temples with gold-leaf pagodas. The region has yielded fine rubies for a thousand years. Sri Lanka was another source, especially for seldom-encountered larger stones and for "star" rubies. This phenomenon appears thanks to the chance presence of rutile needles which align during formation, creating a six-arm star. Excitingly for future production, exploration in Mozambique, Madagascar, Vietnam, Tajikistan, Afghanistan and Pakistan has produced rubies of extraordinary quality.

Naturally, connoisseurs prize gems scientifically demonstrated to come from these legendary sources. Pioneering gemmologist and long-time head of the eponymous laboratory, Eduard Josef Gübelin, devoted his storied career to analysing the regional origins of gems, setting the scientific and ethical "gold standard" within the gemmological community. The "pigeon blood red" and "Burma" designations from the Gübelin Gem Lab constitute a seal of known origin and extraordinary quality in ruby.





Jewellery lovers are sometimes surprised to learn that ruby and sapphire are vivid varieties of the same mineral, "corundum" (aluminium oxide, Al_2O_3), which is colourless when pure. The iconic red and blue gems are differentiated merely by scattered trace elements, which nonetheless produce colours that veer to opposite ends of the spectrum. In ruby, chromium produces the alluring red. During crystal formation, chromium atoms replace some of the aluminium, a seemingly minute alteration that causes a radical change in the material's light absorption. It no longer reflects all wavelengths for a colourless appearance, but instead delights us with reflected red light. As long as the ruby is relatively free of iron atoms, the chromium's electrons emit crimson fluorescence when exposed to ultraviolet light, included in daylight. This natural red fluorescence is the source of the ruby's marvellous "inner glow".

The wisdom to *know* great rubies is a skill King Solomon surely valued. Colour is paramount, and richly-hued rubies without eye-visible inclusions command an even greater premium. Size is another important determinant of value: fine sapphires over ten carats are rare, fine rubies over five carats are exceedingly so. Cut is vital, as skilled cutting demands returning maximum light to the eye while maintaining graceful form.

Whether rubies adorn us in beautifully-made jewellery, or fascinate us with their rich history and scientific significance, surrendering to their capacity to capture our hearts is part of being human. ❋

This page, top, a ruby from Malawi reveals needle-like structures under photomicrography studies. Bottom, an extraordinarily large and fine 23.10 carat Burmese ruby, known as the "Carmen Lúcia" ring, photo by Chip Clark. Opposite page, the photomicrography of a ruby reveals a vibrant, colourful inner world of geometric shapes and patterns

"Ruby owes its personal popularity to the gorgeous glowing colour of smouldering red fire beneath its shining, lacquer-like surface ... "

Eduard Josef Gübelin

Jessica Mudditt

THE SPLENDOURS OF BURMA

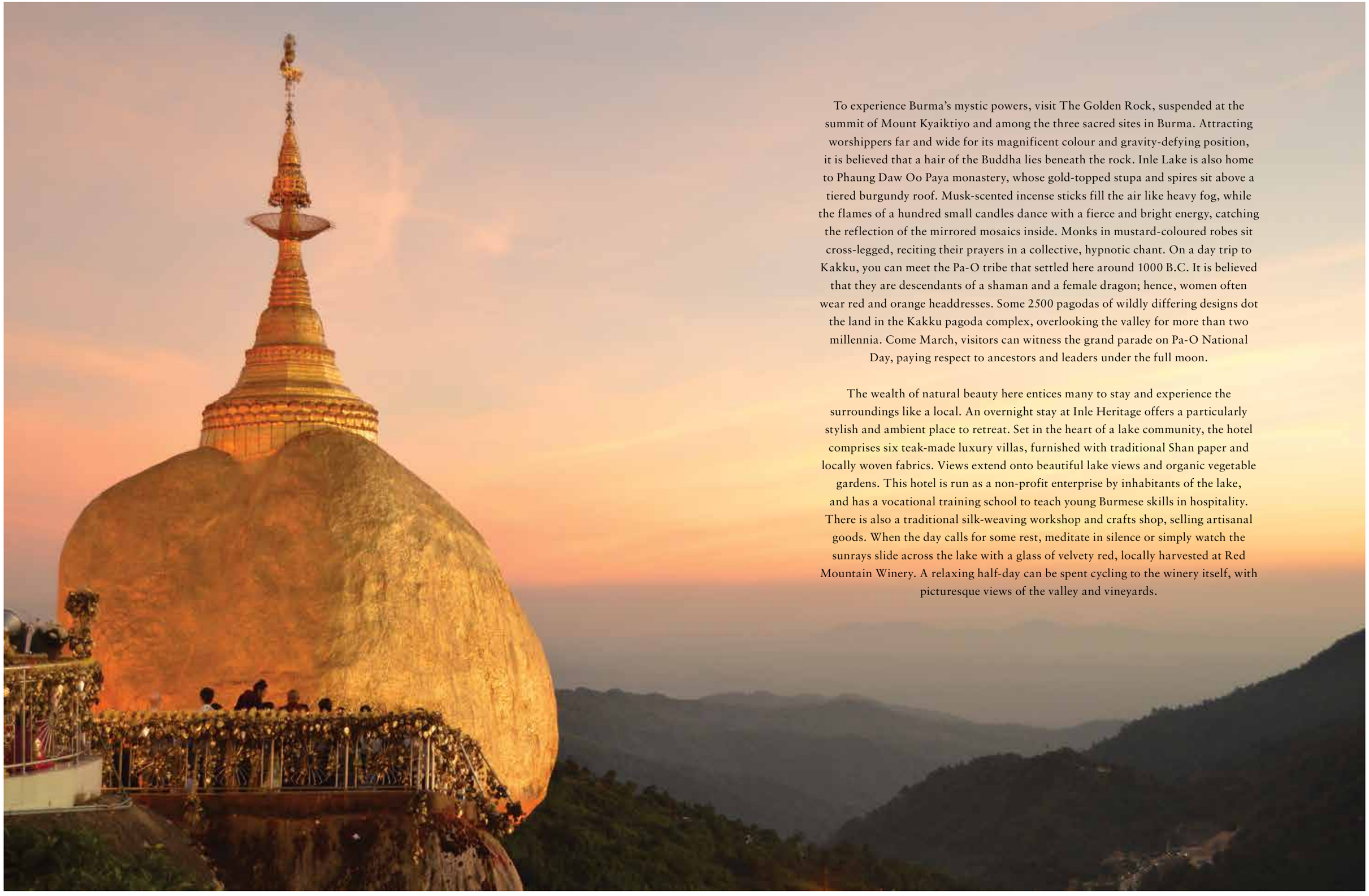
A SPELLBINDING JOURNEY AWAITS AT INLE LAKE'S NATURAL AND CULTURAL TREASURES

Photo on pages 16 and 17, a leg rower glides along the waters of Inle Lake in the afternoon, photo by Marc Girard on Flickr.com. This page, top to bottom: a suite at the Belmond Governor's Residence in Yangon; a golden Buddha at the Shwedagon Temple in Yangon; a cluster of hut-style homes on Inle Lake rest on stilts and hover above water. Opposite page, a series of pagodas and stupas dot the Burmese landscape

The Intha, meaning "sons of the lake", are tribespeople who have spent all their lives in picturesque floating villages around Inle Lake, their homes made of bamboo and perched high on stilts. In this magical setting, they will warmly welcome you and share their ancient traditions and customs. Their unique style of fishing has become one of Burma's most iconic sights. It consists of deftly wrapping one leg around an oar and using a circular motion to manipulate it, and then casting out a huge conic net that shatters the calm surface of the water before slowly sinking. These skilled rowers can navigate even the narrowest of its reedy corridors with ease. Spanning 22 kilometres, Inle Lake is also home to a vast array of birdlife, including egrets, cormorants and seagulls.

Sliding along the glistening lake's surface, led by the strength of the rower's lean arm and a modest back motor, your eyes will capture the clusters of plump red tomatoes growing on vines propped up by bamboo canes, along with crops of cucumbers, gourds and pulses. In the sublime silence that resides here, time stands still. The old, crumbling white and apricot-coloured stupas that rest along the water's edge look like eternally-budding flowers, while rolling green mountains in the background are shrouded by mist on most mornings.

The colourful floating markets are abundant with souvenirs, from lacquer ware to ornamental objects, dangling from strings and shining like diamonds on wooden planks. While it is possible to shop for treasures from your boat by sidling up to one of the many floating trading boats, there are also bustling, land-based markets during the week. In the surrounding villages, studious artists weave rare and luxurious lotus bud silk, painstakingly created using handlooms, a technique that has not changed for centuries. The beautifully soft lotus silk is one of the rarest and most expensive fibres in the world: thanks to its many qualities – naturally stain-resistant, waterproof and wrinkle-free – it is seven times more expensive than regular silk.



To experience Burma's mystic powers, visit The Golden Rock, suspended at the summit of Mount Kyaiktiyo and among the three sacred sites in Burma. Attracting worshippers far and wide for its magnificent colour and gravity-defying position, it is believed that a hair of the Buddha lies beneath the rock. Inle Lake is also home to Phaung Daw Oo Paya monastery, whose gold-topped stupa and spires sit above a tiered burgundy roof. Musk-scented incense sticks fill the air like heavy fog, while the flames of a hundred small candles dance with a fierce and bright energy, catching the reflection of the mirrored mosaics inside. Monks in mustard-coloured robes sit cross-legged, reciting their prayers in a collective, hypnotic chant. On a day trip to Kakku, you can meet the Pa-O tribe that settled here around 1000 B.C. It is believed that they are descendants of a shaman and a female dragon; hence, women often wear red and orange headdresses. Some 2500 pagodas of wildly differing designs dot the land in the Kakku pagoda complex, overlooking the valley for more than two millennia. Come March, visitors can witness the grand parade on Pa-O National Day, paying respect to ancestors and leaders under the full moon.

The wealth of natural beauty here entices many to stay and experience the surroundings like a local. An overnight stay at Inle Heritage offers a particularly stylish and ambient place to retreat. Set in the heart of a lake community, the hotel comprises six teak-made luxury villas, furnished with traditional Shan paper and locally woven fabrics. Views extend onto beautiful lake views and organic vegetable gardens. This hotel is run as a non-profit enterprise by inhabitants of the lake, and has a vocational training school to teach young Burmese skills in hospitality. There is also a traditional silk-weaving workshop and crafts shop, selling artisanal goods. When the day calls for some rest, meditate in silence or simply watch the sunrays slide across the lake with a glass of velvety red, locally harvested at Red Mountain Winery. A relaxing half-day can be spent cycling to the winery itself, with picturesque views of the valley and vineyards.

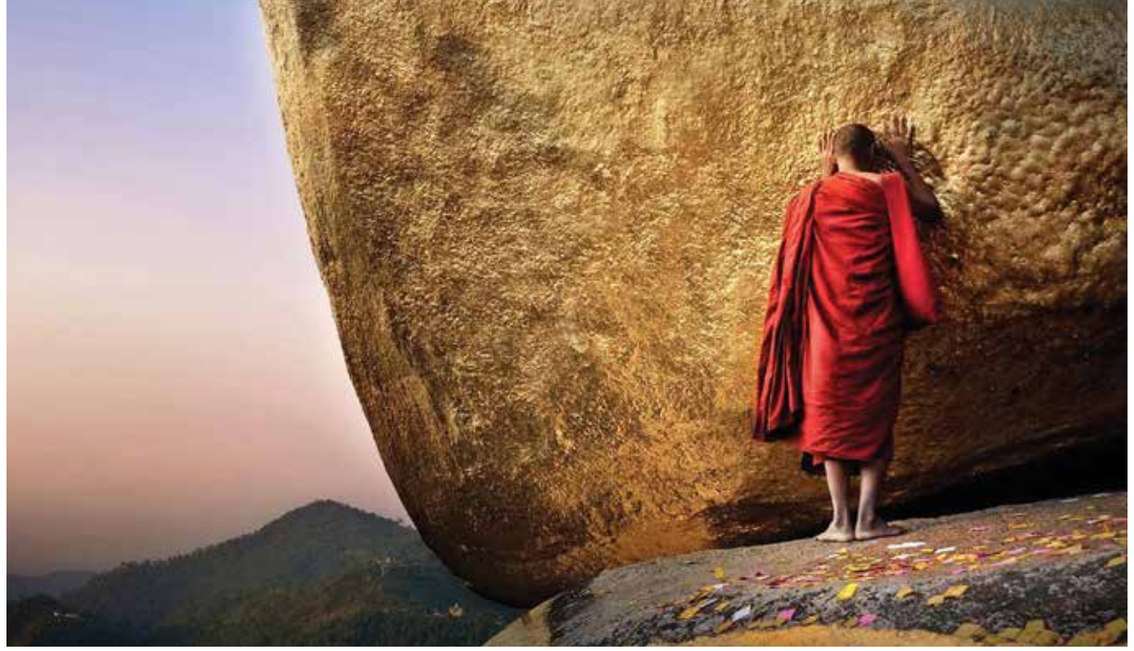
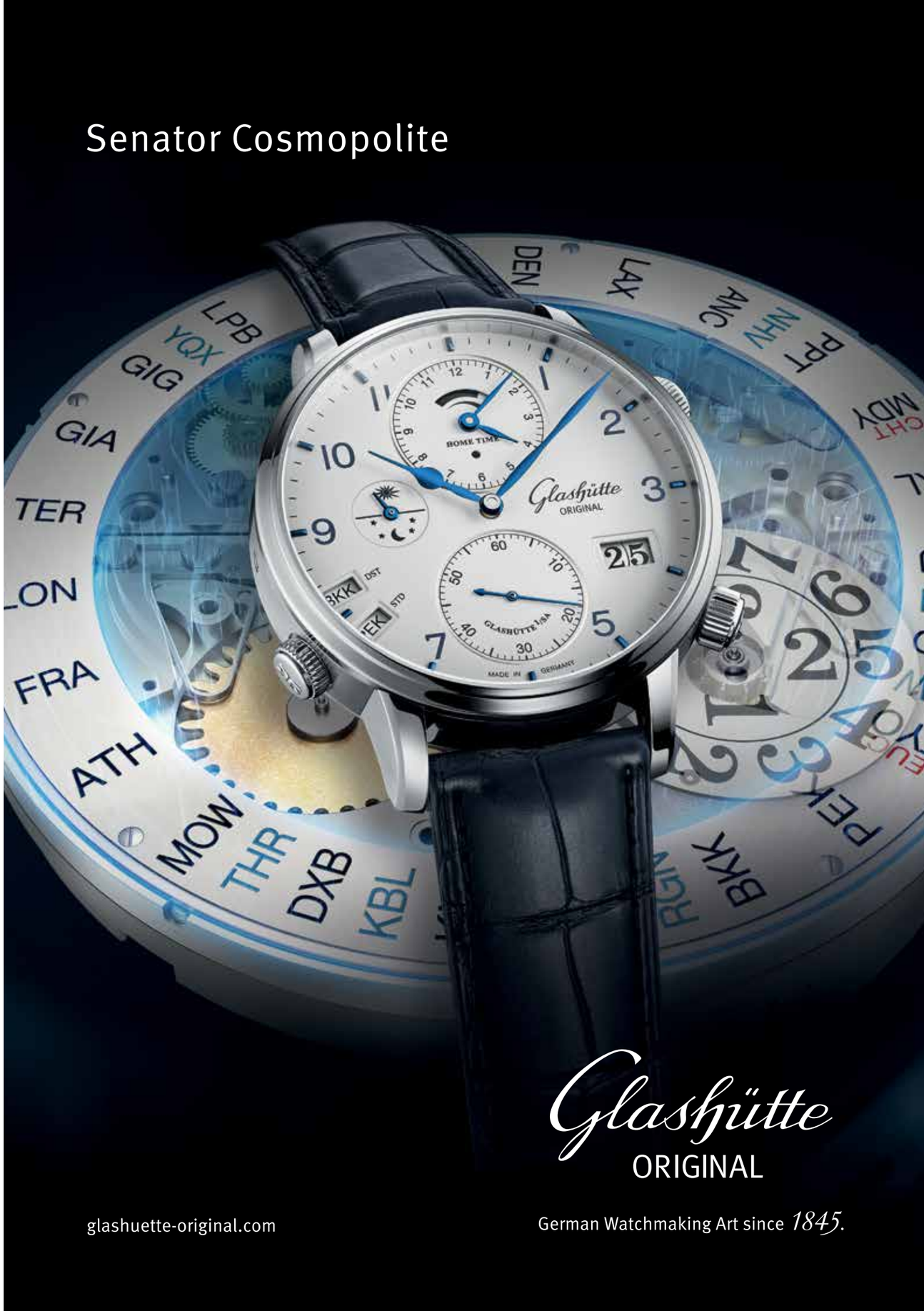


Photo on pages 20 and 21, the Golden Rock is a holy pilgrimage site drawing millions of devotees of the Buddhist faith and travellers alike, photo by Mike Williamson on Flickr.com. This page, top, a young Buddhist monk prays at the site of the Golden Rock. Bottom, sacred flames rise up from a cluster of candles at the Shwedagon Pagoda in Yangon, photo by Waldemar Halka on Flickr.com

Browsing a treasured travel scrapbook, little has changed since Eduard Josef Gübelin visited Burma in 1960. It feels as though time has stood still and in many ways, it has; therein lies its unique charm. Yangon makes a great finish point before departure, with an overnight stay at the Governor's Residence. Visit the striking Kheng Hock Keong (Qingfu) Temple in Yangon. Built in 1863, it is the largest Chinese temple in Yangon and is dedicated to the Chinese sea-goddess Mazu. Inside, amid fire red walls representing good fortune, devotees light incense and candle flames dance in celebration of spirit. While Michelin stars have not yet landed in Yangon, there are some fine places to dine. The best introduction to Burmese food is at Rangoon Tea House, set in a restored colonial building in downtown Yangon. Sample the staple of Shan noodles and tealeaf salad with Myanmar craft beer.

Across the gold and crimson land, sunsets in Myanmar are unforgettable; the sun melting into soft mauves across the horizon is truly spectacular. ✻



Opening Night

Refined glamour and femininity take centre stage with new, star-studded jewellery

Gübelin Jewellery, Glowing Ember, limited edition, bracelet in red gold with rubies, 1.49 ct, and diamonds; drop earrings in red gold with rubies, 0.39 ct, and diamonds; Parmigiani Fleurier Tonda 1950 Gübelin limited edition; Valentino dress from Trois Pommes

This page: Gübelin Jewellery, Glowing Ember, drop earrings in white gold with two cushion-shape emeralds from Colombia, 1.57 ct and 1.40 ct; white gold necklace with a cushion-shape emerald from Colombia, 6.35 ct; ring in white gold with a cushion-shape emerald from Colombia, 1.61 ct; dress by Tom Ford from Trois Pommes

This page: Gübelin Jewellery, Glowing Ember, drop earrings in white gold with two step-cut rubies from Burma, 1.02 ct and 0.90 ct; necklace in white gold with a step-cut ruby from Burma, 1.80 ct; Stella McCartney dress from Trois Pommes

This page: Gübelin Jewellery, Glowing Ember, drop earrings in white gold with pear-shape sapphires from Madagascar, 1.77 ct and 1.74 ct; necklace in white gold with a cushion-shape sapphire from Madagascar, 3.31 ct; ring in white gold with a cushion-shape sapphire from Sri Lanka, 3.51 ct; velvet suit by Roberto Cavalli from Grieder

This page: Gübelin Jewellery, Glowing Ember, drop earrings in white gold with two oval rubies from Mozambique, 1.83 ct and 1.70 ct; necklace in white gold with a pear-shape ruby from Burma, 2.56 ct; Marc Jacobs dress from Trois Pommes

This page: Gübelin Jewellery, Red Dahlia, ring in red gold with a cushion-shape, pigeon blood red ruby from Burma, 2.18 ct, with trilliant-cut pink, rose and purple sapphires and diamonds; Jil Sander dress from Trois Pommes

This page: Gübelin Jewellery, Royal Pagoda, ring in red gold with an oval ruby from Burma, 4.05 ct, and marquise-shape diamonds; suit from Gross Couture

This page: Gübelin Jewellery, Sparks of Fire, bracelet in red gold with garnets, aquamarines, tourmalines, beryls and tanzanites; rings in red gold with a morganite, a ruby, a green tourmaline, a pink tourmaline, a fire opal and diamonds; Marc Jacobs dress from Trois Pommes

This page: Gübelin Jewellery, Sparks of Fire, necklace in red gold with a tourmaline and drop earrings with morganites; ring in red gold with a green and a pink tourmaline, and a yellow beryl; bangle in red gold with a tanzanite and a morganite; faux fur coat from Ainea

Nina Mueller

INSPIRED FROM WITHIN

GÜBELIN JEWELLERY AND PARMIGIANI FLEURIER UNVEIL A LIMITED EDITION

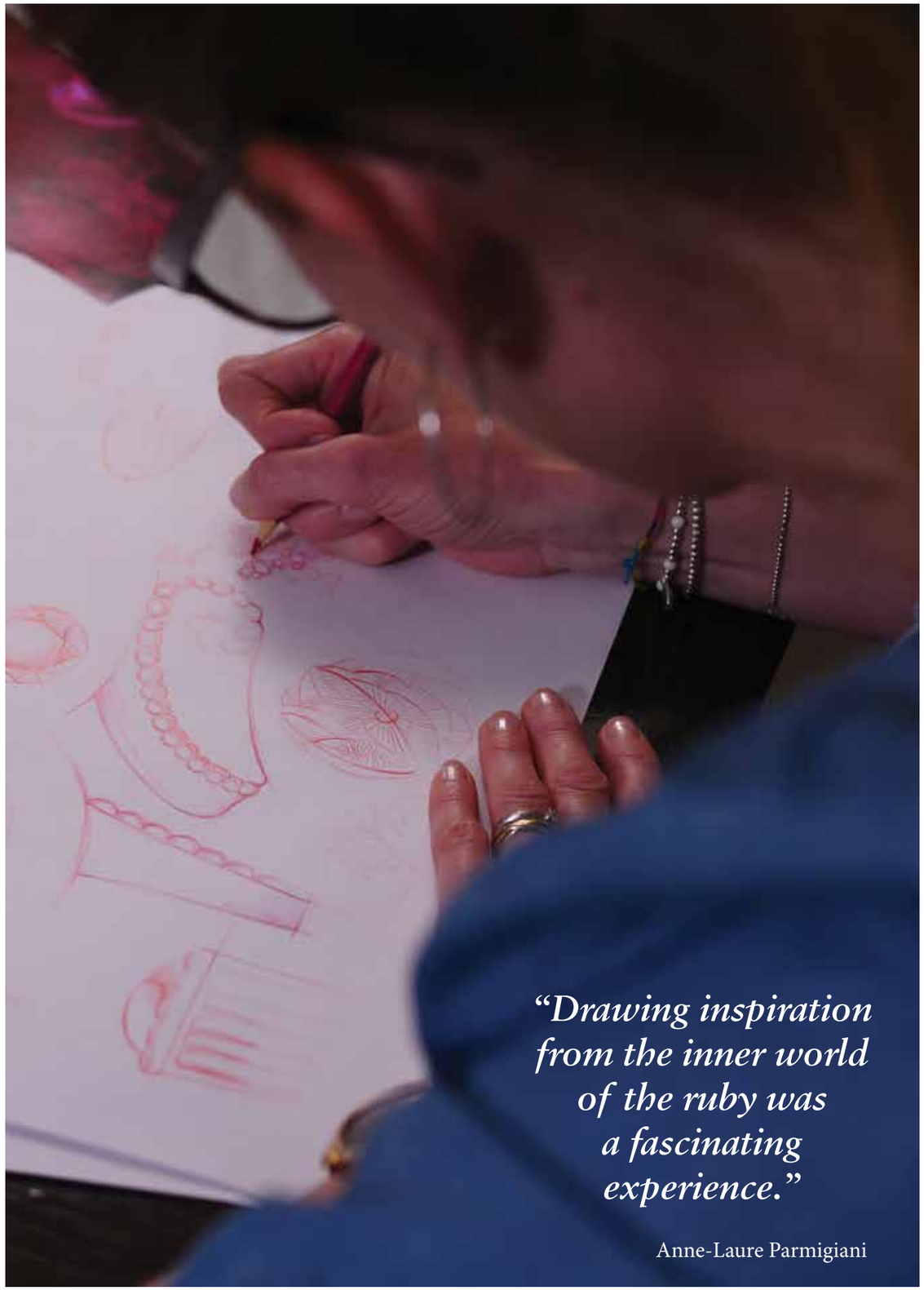
The unique aesthetics of Gübelin Jewellery are inspired by the fascinating inner world of precious gemstones. Within, they reveal spectacular shades, shapes, and structures that can be made visible with photomicrography. Following the Deeply Inspired philosophy, the Gübelin designers immerse themselves in a mysterious world, uncovering additional facets of the gemstone to transform its inner and outer beauty into unique pieces of jewellery that reflect the soul of the gemstone.

For the current collaboration between Gübelin Jewellery and Parmigiani Fleurier, the creative teams of both houses used the photomicrography of a precious gemstone as their source of inspiration. The image of the ruby reveals an impressive shape, formed by a drop of basaltic melt, which then became trapped in the growing ruby crystal. The two interweaving ovals appear to rise up before the vibrant background of the ruby, like glowing embers in a smouldering fire.

The ruby is a symbol of love and is associated with fire and passion. Guided by this concept, Anne-Laure Parmigiani designed the “Tonda 1950 Gübelin” timepiece. “With this exceptional watch, we have combined our technical skills with our dedication to precision and creativity. I have attached particular importance to the multifaceted nature of the gemstone and the emotions associated with it”, explains Anne-Laure Parmigiani, the daughter of master watchmaker Michel Parmigiani.

The collaboration with Gübelin Jewellery has created a distinctly feminine version of the iconic “Tonda 1950”. As an homage to the king of gemstones, the bezel of the rose gold watch is set with 84 rubies. A sparkling ruby adorns the dial of delicately shimmering mother-of-pearl, which also features rounded, sometimes diamond-set shapes that emulate the inclusion. A cabochon-cut ruby graces the crown of this timepiece that combines traditional watchmaking with passion and femininity. Gübelin has carefully selected each gemstone to guarantee their quality.

Photo on pages 34 and 35, red gold bracelet with diamonds and rubies designed by Gübelin Jewellery's design team, and the timepiece "Tonda 1950 Gübelin" designed by Anne-Laure Parmigiani. This page, a close up look at the cabochon-cut ruby embedded in the crown. Opposite page, Anne-Laure Parmigiani sketches the "Tonda 1950 Gübelin" timepiece to life

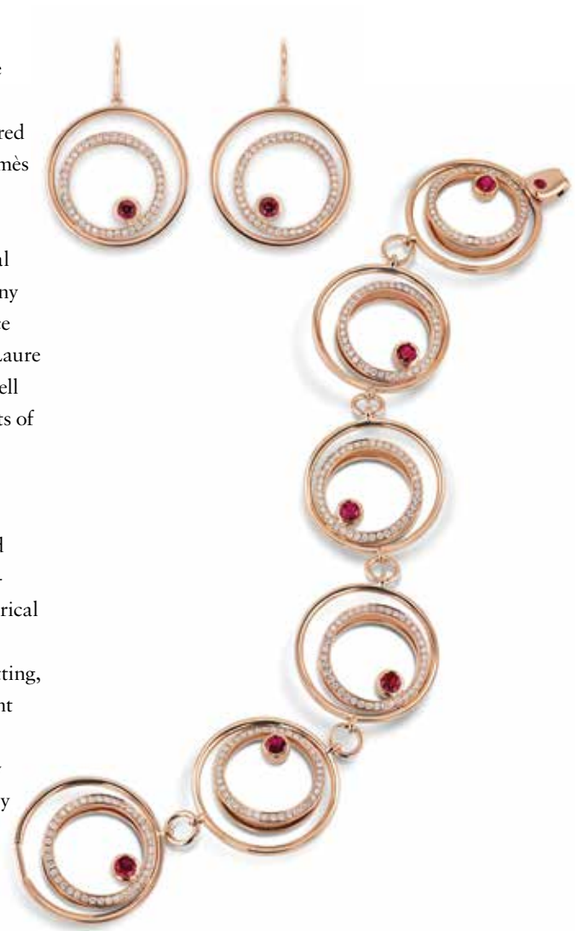


Attention to detail plays an important part in the craftsmanship of Parmigiani Fleurier. The sapphire crystal case-back reveals the ornate "Côtes de Genève" decorated movement and displays the oscillating weight, which, for the first time in the house's history, has been coloured in a deep red. The ruby-red alligator skin watch strap is made by Hermès and embellished with a rose gold pin buckle.

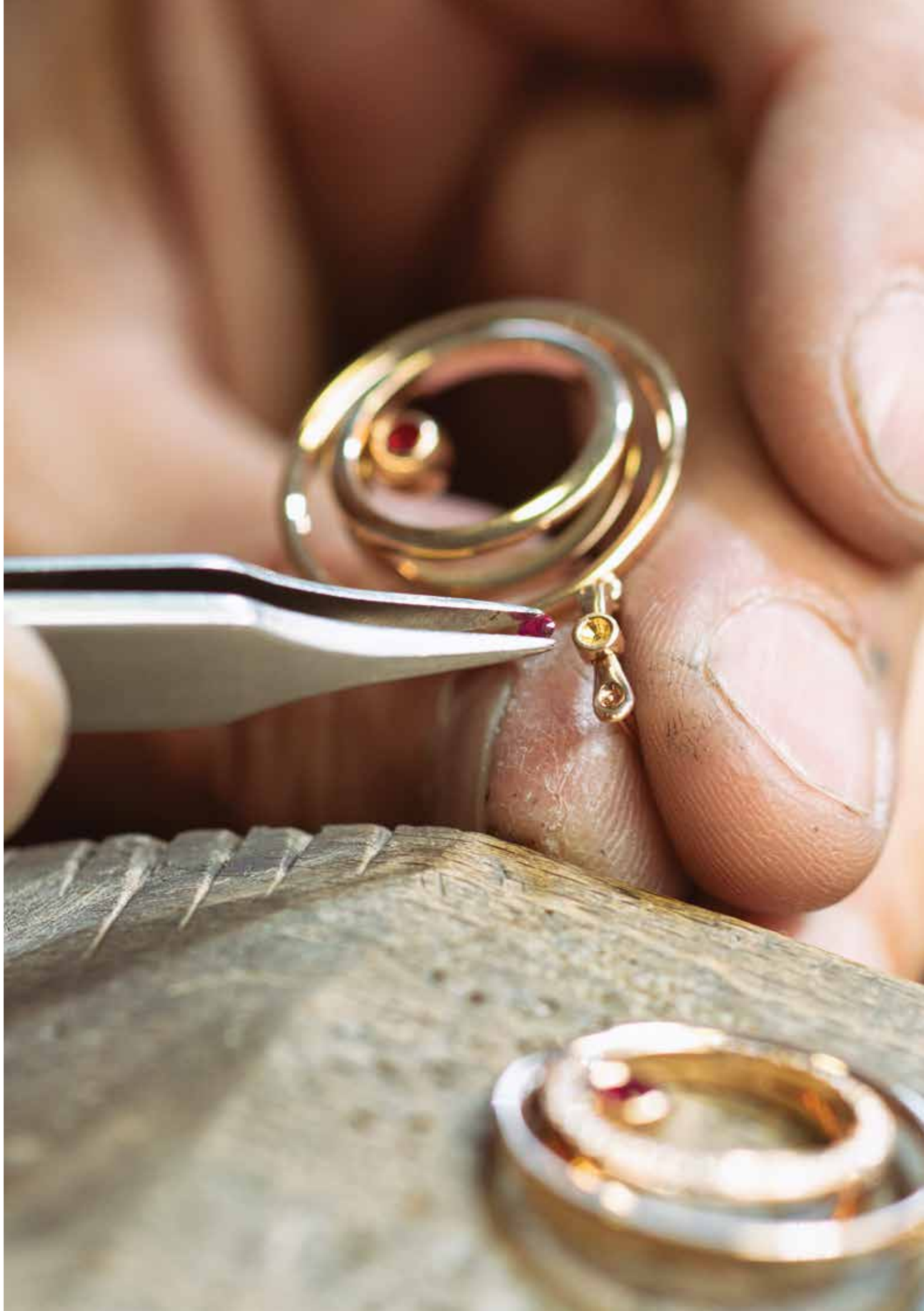
This creative cooperation is based on the emphasis on mutual essential qualities, connecting Gübelin and Parmigiani Fleurier. "We share many core values, of which innovation, authenticity, the pursuit of excellence and craftsmanship hold particular importance to us", affirms Anne-Laure Parmigiani. A high regard to artisanship unites both companies, as well as an eagerness to discover the marvels of nature and explore the limits of creativity.

This shared inspiration has encouraged Gübelin Jewellery to design additional creative pieces for the Glowing Ember line. The elegant red gold bracelet consists of several interlocking hoops that create a three-dimensional structure and project a modern dynamic. "The asymmetrical and playful arrangement makes a focal point of the rubies", explains Gübelin Jewellery's design team. The diamonds in the thread pavé setting, deliberately set solely in the inner hoops of the bracelet, provide elegant luminosity. The individual links of the piece are connected using fine loops that maintain the feel of the design and offer supreme flexibility and optimum comfort. This voluminous, yet delicate piece of jewellery is a tribute to femininity. The matching, delicate drop earrings have been created with the same design philosophy in mind, for an effortlessly perfect combination.

The result of this creative collaboration is a limited edition of 28 pieces each, consisting of the "Tonda 1950 Gübelin" timepiece as well as the bracelet and the drop earrings from the Glowing Ember jewellery line. These exceptional pieces manifest a unique combination of elegance, beauty, and precision, emerged from the shared deep inspiration and core values of the two houses. ✳



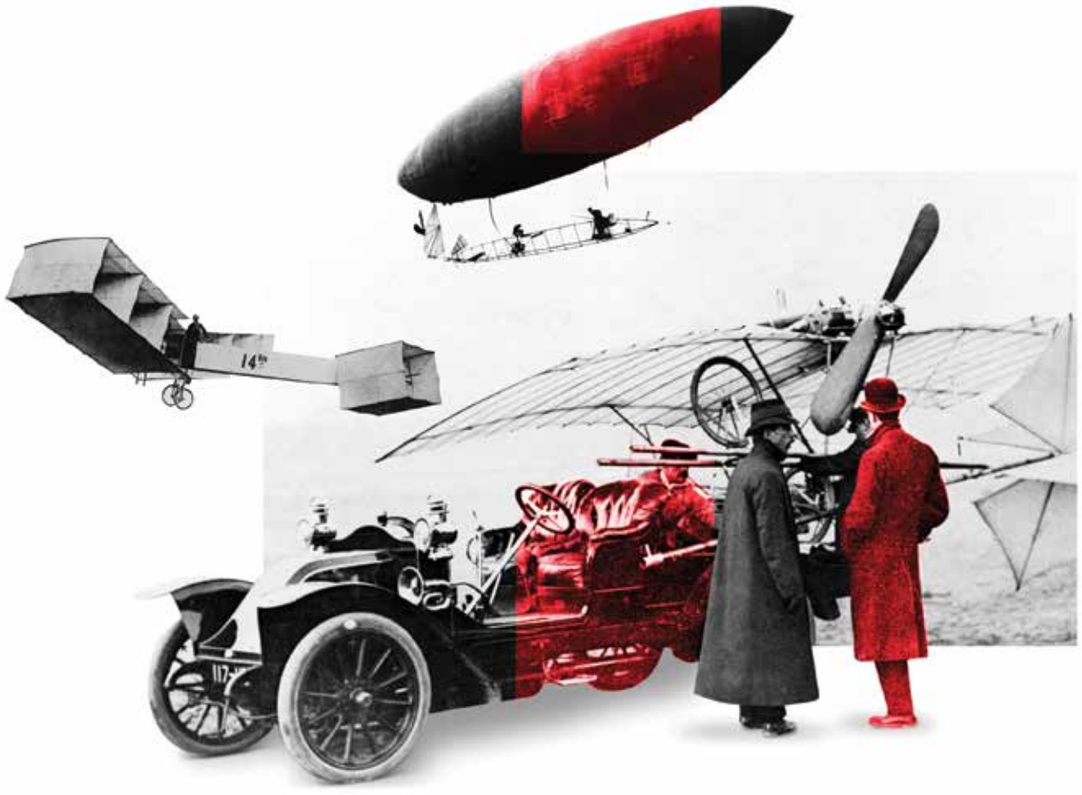
This page, top, a closer look at the ornate "Côtes de Genève" decorated movement inside the "Tonda 1950 Gübelin" timepiece. Centre, the drop earrings and bracelet in red gold from the Glowing Ember line feature interlocking hoops and playful arrangement of rubies and diamonds. Opposite page, a Gübelin gemstone setter carefully places a ruby into the drop earrings



Henry Neuteboom

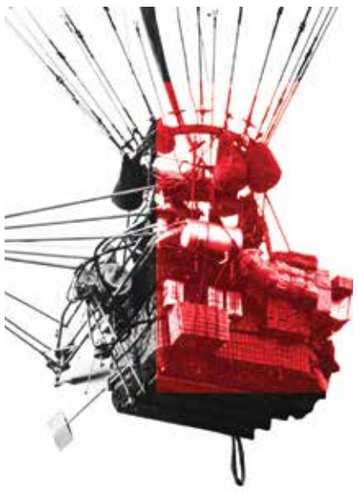
CREATOR OF LEGENDS & ART

CARTIER PIONEERS CHANGE FROM THE FIRST
PILOT'S WATCH SANTOS, TO ITS COMMITMENT TO PRESERVING
AND DEVELOPING MÉTIERS D'ART



The new Santos by Cartier is a wholly contemporary watch, with an advanced mechanical movement, ergonomic design for optimum comfort on the wrist, and a sleek bezel that highlights the square case architecture with its seamless integration with the strap. It is so modern in appearance that it is hard to imagine that it is the latest model of a watch designed over a century ago.

The Santos was born from the meeting of two pioneering men in early 20th-century Paris. Alberto Santos-Dumont became famous in Paris for his flights in hydrogen-filled airships, and above all for winning the Deutsch de la Meurthe prize for the first flight from Parc Saint Cloud to the Eiffel Tower and back in less than 30 minutes, on 19 October 1901. He went on to become the first man in Europe to fly a heavier-than-air aircraft, his own 14-bis which, on 23 October 1906, flew for 60 metres at Château de Bagatelle in the Bois de Boulogne, Paris. He was already a celebrity, both in his homeland Brazil and in Europe, and this flight cemented his fame. He was often present in newspapers, in photos showing him in a personal style of dress that included high collars, aviator goggles, and a custom-made coat incorporating cables that could be hooked to the controls of his aircraft. The photos also showed him wearing something new on his wrist, a timepiece with a leather strap and a square case.

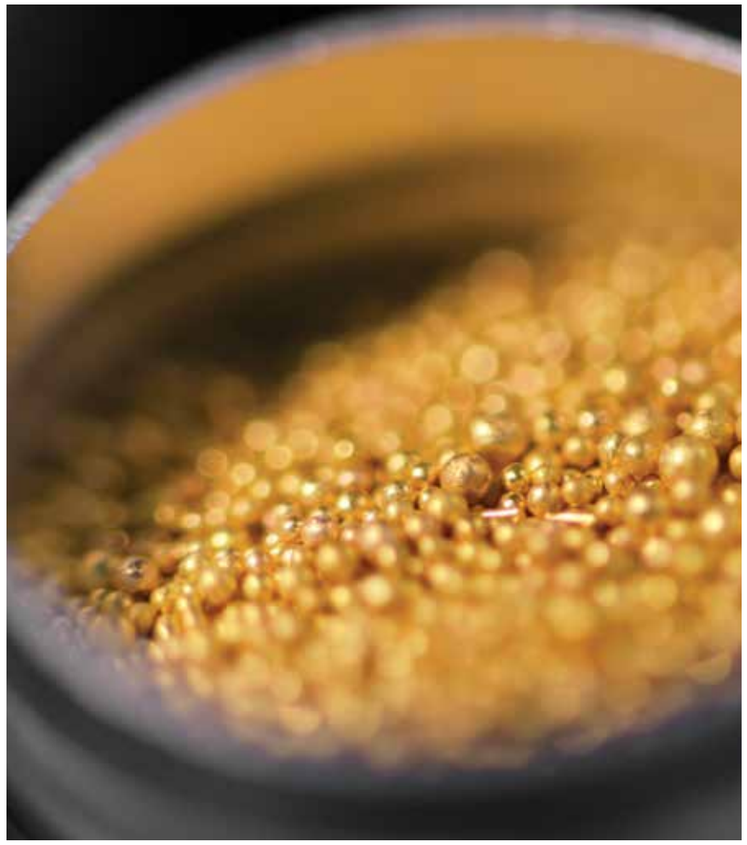


At that time, men wore exclusively pocket watches, but Santos-Dumont had become friends with Louis Cartier and in 1901, he had mentioned the fact that pocket watches were not easy to use while flying, when one's hands were constantly engaged with control column, fuel levers and other instruments. Louis Cartier made a watch specially for Alberto Santos-Dumont, giving it to him in 1904. The aviator's popularity brought the design a degree of public acceptance, contributing to the ascendancy of the wrist-worn timepiece over the pocket watch that would be perpetuated by its military use in the First World War.

The first Santos was the perfect expression of the age of engineering at the dawn of the 20th century, with its revolutionary design expressing the desire for speed and progress. Today's Santos mirrors that original inspiration, with its square shape echoing the geometry of the Eiffel Tower, and the exposed screws on the bezel that represent a miniature tribute to the use of steel in architecture. The new watch has an innovative interchangeable strap featuring the Cartier QuickSwitch system, and the SmartLink feature that enables the length of the metal bracelet to be changed by the user, without the use of tools.

The watch that Louis Cartier made for his friend would have had a hand-wound movement, probably made by Edmond Jaeger, Swiss movement maker. Today, Cartier has its own fine watchmaking facility in La Chaux-de-Fonds in the Jura valley, one of the Swiss watchmaking heartlands, and the Santos is powered by a high-performance mechanical movement made in-house, with anti-magnetic components and a paramagnetic alloy shield, that protects the watch from the powerful magnetic fields present in everyday life. The Santos is also distinctive for the fact that it is not just a practical timepiece, but also a contemporary work of art, incorporating expertise in many areas, such as enamelling, gem-setting, and other forms of decoration, known collectively as Métiers d'Art. An example is the Santos-Dumont Enamel Tiger Watch, in which the dial is a striking depiction of a tiger in matte-finish enamel, created by means of a long and complex process, requiring multiple high-temperature firings.

Photo on pages 40 and 41, the Révélation d'une Panthère timepiece by Cartier. Opposite page, a series of illustrations depict Alberto Santos-Dumont's historic flight in a hydrogen-filled airship. This page, top, the modern Santos watch is inspired by the original model design in the 20th century, mirroring the unique geometry of the Eiffel Tower. Bottom, the Santos-Dumont Enamel Tiger Watch features Cartier's Métiers d'Art with a matte-finish enamel



This page, clockwise from top left: gold granulations are used to create Cartier's Révélation d'une Panthère; the interior of Cartier's Maison des Métiers d'Art in La Chaux-de-Fonds; exterior view of the Maison des Métiers d'Art, located in a converted 17th century farmhouse. Opposite page, the three phases of the Révélation d'une Panthère. Photos courtesy of Cartier

Cartier's commitment to its in-house skills is such that the company opened their Maison des Métiers d'Art in August 2014, not far from the Fine Watchmaking manufacture, in the valley of La Chaux-de-Fonds. The Maison comprises super-modern laboratories in the lovely setting of a 17th-century farmhouse, a location rich in symbolic significance – the virtuous combination of tradition and modern science. Here, crafts such as granulation in gold and enamel, filigree, the various techniques of enamelling, flamed gold, micro-mosaic and marquetry in petals or straw are researched and applied to the tiny space of the watch dial. Cartier's intention here is not just one of production, but of helping these techniques, many of which risk disappearing from the scene, to survive. Some of the techniques are so distant in time that they were never documented in writing. An example is the art of gold bead granulation, which first appeared in the third millennium B.C. and was brought to its finest expression by the Etruscans around the 8th century B.C. It is an incredibly demanding technique, in which the artisan makes the beads starting from a gold wire, and then arranges these tiny elements to form the chosen motif on the dial. Step by step, the beads are soldered to a gold base using a blowpipe. Just one misjudged blast of the blowpipe could ruin all the work performed up until that moment. Altogether, about two dozen skilled craftspeople work in an open-space setting at the Maison, a system that attests to the brand's focus on communication and collaboration so that each employee can be a part of Cartier's ongoing inventive spirit.

These Metiers d'Art enable Cartier to create timepieces with unique beauty and personality. One example presented at SIHH in January 2018 is Révélation d'une Panthère, a watch of hypnotic fascination, one of the absolute highlights of the watchmaking year. It starts as a blank lacquered dial, but as you move your wrist, a cascade of tiny gold beads streams down from the top of the dial and then magically groups to form the shape of a panther's head. But they continue to flow down and soon the image has disappeared. It's an amazing, theatrical tour-de-force, something that only an integrated brand like Cartier could achieve, a breath-taking performance. Révélation d'une Panthère is the perfect example of Cartier's pioneering spirit, the same approach that led to Santos over a century ago. ✳

"Révélation d'une Panthère is the perfect example of Cartier's pioneering spirit, the same approach that led to Santos over a century ago."

DIOR

DIOR GRAND BAL JARDINS IMAGINAIRES
36MM AUTOMATIC
GOLD, DIAMONDS, RUBIES, SUGILITE, GOLD LEAF, FEATHERS AND BUTTERFLY WINGS
ONE-OF-A-KIND PIECE

Joëlle Weil

THE FIRE OF CRAFTSMANSHIP

MICHAEL GRAF IS PASSIONATE ABOUT HIS FORGE AND HIGH-QUALITY KNIVES

Photo on pages 48 and 49, Michael Graf stands at the forge, using traditional tools and techniques. Opposite page, Michael Graf at his studio in the Canton of Berne. This page, two models of handmade knives with abalone handles and blue-stained bone made by Michael Graf. Photos courtesy of Michael Graf

Humans have been using knives since the Stone Age and they are considered one of our most important tools. Throughout the ages, the knife has gradually evolved to become more aesthetically pleasing without losing functionality. Currently, Michael Graf is one of the cutlers whose creations make the heart of every knife lover beat faster. His unique pieces are proof that a high-quality knife can be a real gem. The trained cutler has been running his own knife manufacturing business in Münsingen, in the Canton of Berne, since 1991.

In his workshop, he pours his heart and soul into the creation of unique pieces, which are not only capable to impress with their exceptional quality, but also with their unusual materials and creative designs. For each customer, Graf creates a one-of-a-kind piece that is perfectly tailored to fit individual needs and desires. Each of his handmade knives is characterised with its own particular beauty. Graf makes use of nature's rich treasures for the handles: native woods, horn, mother-of-pearl or mammoth tusk are amongst his favourite materials. Even exquisite gemstones are used to add a special touch and give the creations their final signature.

Flowing lines, consistent design, and the harmonious interplay of the materials used are paramount to each draft. For Michael Graf, his work is about much more than designing a visually appealing product. "A knife should be an extension of the hand", he explains his concept. It should grip nicely in the hand and ultimately merge with the body. In order for the knife to last a lifetime, every step has to be considered carefully. It takes a few days until the initial design is turned into the exquisitely handcrafted final product. While his most popular designs usually take two working days, Graf may take up to five days for the completion of more exclusive models.

"A knife only comes to life when it is needed", Graf is convinced. His creations are not just used in private households; Graf's craftsmanship is also appreciated in professional spheres. Cooks and hunters in particular like to invest in a unique high-quality piece, whose lifespan will outlast that of its owner. The carbon content in the steel is an important indicator of how durable and sharp a knife will remain. In other words, the higher the carbon content, the longer it remains sharp. However, it is not just the material, it is also the precision of production that will determine how good the quality of the blade is. The steel is heated to 800 - 900C degrees, at which point it is shaped and worked with a lot of physical effort by the cutler. A process that has always fascinated Michael Graf, and a passion that he does not appear to be tired of, even after more than thirty years in the profession. Fire is his element. "The heat of the fire makes me feel at home and the sound of the anvil is the music I associate it with."

Elements occurring in nature provide an important source of inspiration to the cutler. During many walks in the forest, Michael Graf found answers to questions he had been asking himself at the forge, such as: how do I combine two materials in a stable way? How do I secure it for durability? “Nature has a plethora of tricks up its sleeve that I am always grateful to use”, says Graf.

The cutler also wants to give a piece of himself that reaches beyond his individual creations. At his “Swiss Knife Academy”, he demonstrates his blacksmith techniques in the form of courses, experience days, and advanced training. Talks and demonstrations provide the participants with unique and unforgettable insights into his professional life.

Once a year, Michael Graf decamps to the Coutellia Knife Festival in Thiers. The French village has been known as the blacksmithing capital of Europe since the 14th century. In 2014, one of Michael Graf’s works left a lasting impression on his colleagues. He recreated the knife that his great-grandmother used to carry on her travels, which was a combination of scissors and a knife. For a long time, this fine piece was considered lost until an uncle found it a few years ago. With loving care and precision, Graf replicated said knife over the course of a week. It is the most special knife he has ever forged.

Michael Graf hopes that his creations will accompany their owners as faithfully throughout their lives, as his great-grandmother’s knife did throughout hers. “A real knife is something to be inherited”, he says. It will never break. Graf carries this commitment to quality for himself and strives to achieve it on a daily basis. This is why no day in the forge is ever too hot for him. ✳

This page, top to bottom: Michael Graf creates the blade of a pocket knife; a multifunctional pocket knife that is designed based on a client's personal requests; Graf uses high endurance tools to create each piece with temperatures at the forge, rising up to 900°C degrees. Photos courtesy of Michael Graf

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OFFICIAL WATCH
SCUDERIA FERRARI

Esha Chhabra

GOING TO THE SOURCE

GÜBELIN VENTURES TO ETHIOPIA TO EXPLORE NEW GEMSTONE SUPPLY CHAINS

Gübelin Gem Lab is putting its century long passion for gemstones to good use by applying cutting-edge technology to establish more transparency in the mining industry. Using Ethiopia's burgeoning gemstone industry as a testing ground, the Gübelin Gem Lab is advocating for a more socially-responsible and sustainable industry at every level.

There has been a change in how customers evaluate not just the product but the values and accountability of the entire supply chain. "Today's buyers have greater expectations when it comes to information about a gem's history and transparency becomes more and more important. Clients want to know more about where their gemstones are coming from and which parties are involved", affirms Raphael Gübelin, President of the House of Gübelin.

Pioneered by Eduard Moritz Gübelin in 1923, the Gübelin Gem Lab was one of the first gemmological laboratories of its kind, and under the direction of Eduard Josef Gübelin in the years that followed, the gem lab earned worldwide recognition for its high industry standards and longstanding trust with clients. Today, the company aligns its legacy with forward-thinking technology. Whilst gemmologists train their instruments on stone authenticity, customers are taking a closer look at the actual supply chain. In response, Gübelin Gem Lab launched the "Provenance Proof" initiative – an effort to trace gemstones back to the mines where they have been procured and apply technology to catalogue a gemstone's supply chain. Both of these efforts will help foster transparency at all levels of the international gemstone trade. The goal of this initiative is to share such traceability technologies for all types of gemstone mines.

"Today's buyers have greater expectations when it comes to information about a gem's history and transparency becomes more and more important."

To do so, recently Gübelin Gem Lab teamed up with Levin Sources, a UK-based social venture company, which focuses on responsible mining and sourcing. Driven by a moral obligation to promote transparency in the industry, the purpose of the partnership is to trial the use of a new technology, the Emerald Paternity Test (EPT), venturing to Ethiopia in order to demonstrate how it can be applied for small-scale miners. EPT is a physical tracer that can be applied on rough gemstones directly at the source mine, containing mine-specific information. This means that at any stage further down the supply chain, stones can be tested to determine where they come from. That is what the development of advanced nanolabels, such as the EPT, has allowed large-scale gemstone mines to do.

The EPT is helpful, not just for experts in the industry, but also customers who want to trace the origins of their stones back to a specific mine. This means, customers have proof of provenance and mines can keep track of where their stones are going.

Until now, the technology has only been tested at large-scale mining operations. However, a large share of coloured gemstone mining is done by artisanal and small-scale mines. For the Gübelin Gem Lab, it is a clear moral duty to make this technology available to smaller mines to help facilitate transparency. The recent trial in Ethiopia sought to discover how this technology could be used, and used affordably, by smaller mines.

Ethiopia, often referred to as the "cradle of mankind", is home to the oldest anatomically modern human remains and subsequently remarkable cultural diversity. Within its boundaries, over 80 different languages are spoken. Now however, this East African nation is also making a name for itself in the global gemmological scene: lurking underneath the vast dramatic landscape is one of the most sought-after gemstones, emerald. Located in the south of Ethiopia is a mining area near the city of Shakiso. Here, men and women scour for emeralds.

An infant in industry terms, Ethiopia has only been mining gemstones for about a decade, focusing primarily on white opals. Recently, in 2016, two brothers, Daniel and Haile Denbie, working for the local Bu'a Obsa Mining Cooperative, found the country's first emeralds. The duo was searching for tantalum when they stumbled upon green crystals in the pit and brought them back to the cooperative for identification.

Photo on pages 54 and 55, a herd of cattle journeys down the mountain trails as the sun sets in the background of dramatic mountain peaks in Ethiopia, photo by Avner Ofer Photography on Shutterstock.com. Opposite page, clockwise from left: view of the landscape close to the mining site in Ethiopia taken during a field trip; an Ethiopian emerald crystal derived from the mining site near the city of Shakiso; the Oromia landscape reveals rich, red earth and an abundance of greenery, photo by Monophon on Flickr.com

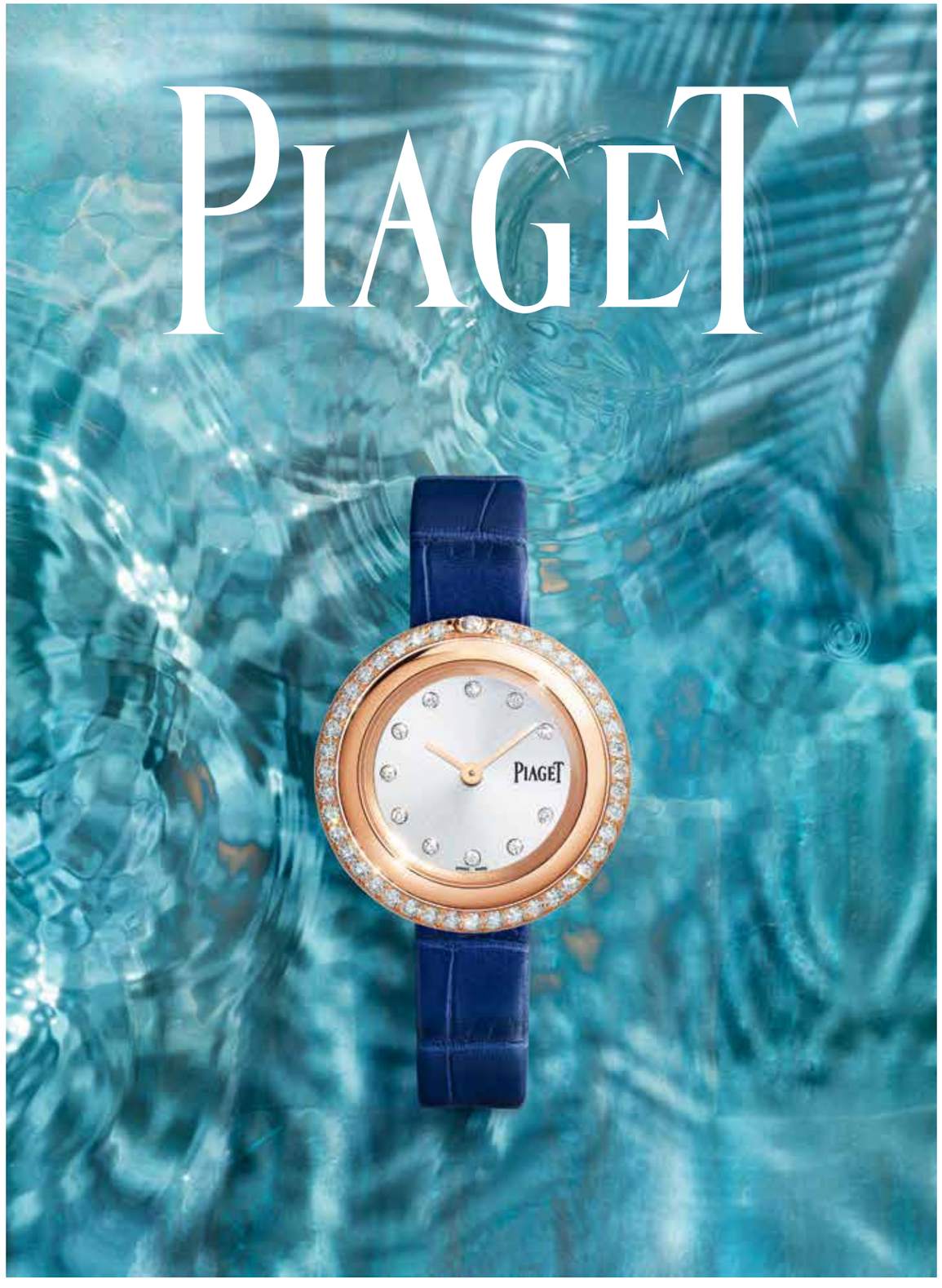
This page, top, view of the mining site near the city of Shakiso in Ethiopia. Bottom, a local mining team of men and women

Ethiopia is in the process of defining regulations and implementing controls on its gemstone mining processes, presenting many opportunities while highlighting its vulnerabilities. Illegal smuggling of gemstones across international borders is rife. Stones from Ethiopia are often informally transported to destinations such as India or Thailand, leaving a portion of the potential revenues for the Ethiopian government and the gemstone mines untapped. At the same time, the young market also presents opportunities for collaboration, experimentation, and implementation of new technologies and systems to ensure a sustainable mining industry. By getting in early, essentially, there is a greater chance to create the foundations for a positive, lasting change.

Gübelin Gem Lab's work in Ethiopia could potentially make a difference. The trade of gemstones traditionally relies on trust and good faith, and now that all the parties involved can discern a stone's origins, trust can grow ever strong with increased transparency, also benefitting the government. The hope is that by fostering a traceable supply chain, trust is also built among today's critical consumers.

The technology provides associated governments with an overview of the actual gemstone production process, which means that miners can operate in a more official manner and governments are better informed on who is producing which gemstones, when and in what quantities.

Gübelin Gem Lab is committed to assisting Ethiopia's growing gemstone industry, by promoting a reliable technology that can support the country's growth. If successful, the resulting blueprint of this collaboration in Ethiopia could later be rolled out and applied to other emerald mining countries, demonstrating that the EPT is applicable also in small scale mining environments. ✳



POSSESSION

Piaget.com

Isabelle Junod Hinderer

WHERE TIME IS OF THE ESSENCE

ZENITH IS WRITING THE FUTURE
OF SWISS WATCHMAKING

"You need to keep the tradition alive and work hard on new innovations, otherwise there is no future."

Photo on pages 60 and 61, Zenith platines ready to be assembled at the manufacturing lab. Opposite page, a closer look at the unique movement of the Defy El Primero 21 timepiece. This page, top to bottom: the Defy El Primero 21 timepiece in two variations; Manufacture Zenith CEO, Julien Tornare

Not even two years have passed since Julien Tornare took over the responsibilities of the Manufacture Zenith, combining the very best of traditional watchmaking with his global experience for an exceptional, always surprising and innovative industry. Today, thanks to Julien Tornare's know-how acquired over the past 20 years, his passion and a revised strategy, a new chapter is being written in the Swiss watchmaking business.

Created in 1865 by Georges Favre-Jacot, the Manufacture Zenith is still located at the same place where it all started, and there are no intentions to move any place else. By staying at Le Locle for over three generations, the company is paying tribute to its past, its region and especially to its people, who, since the beginning, have been the essence of a never ending, growing success. For Julien Tornare, the men and women creating sophisticated mechanical masterpieces for watch lovers around the world are fundamental and constitute the soul of the company.

"Being a manufacture, always looking for authenticity is a key factor in our times – where clients are reaching out for something they can rely on, trust and keep for their life. Clients want to buy an emotion, a technical timepiece with an exceptional design and a real spirit," underlines the CEO.

Le Locle and its beautiful valley at the heart of the Neuchâtel mountains is part of the birthplace of the watchmaking industry. Here Georges Favre-Jacot decided to put all different “métiers” under one roof, today known as a manufacture. Ever since, all timepieces hold a certified 100% in-house movement – from the very first design to the finishing touches. The various steps needed to assemble each masterpiece are executed by experts and may take up to two years before being finalised.

Julien Tornare has the freedom and the technical possibility to develop a timepiece from design to production. As he puts it: “Having this wonderful creative liberty is a luxury and asking the right questions from the beginning is essential. It all starts with research and development – and by asking why we want to create a piece, who our client or our target group is, and what the price shall be.” Once this has been defined the teams start working on a prototype. The strategy is followed by the production, the movement itself, the design of the timepiece and the assembly. “On average, depending on the type of watch, 25 checks are made only on the movement, to be sure that everything is working according to the strict regulations, imposed by Zenith itself,” adds Julien Tornare. All watches go through the Zenith time lab to ensure that the movement in the case can withstand pressure and will successfully pass all the tests.

In 1969, with the launch of El Primero, the first-ever fully integrated, automatic column-wheel chronograph movement, enabling a precision of 1/10th of a second, the manufacture laid a new milestone in watchmaking history. In 2017 – half a century later – Zenith has once again challenged the tradition and pushed back all existing boundaries with the launch of El Primero Defy 21, the revolutionary hundredth-of-a second chronograph.

Today, more than ever, Zenith stands for precision and chronometry. Integrated tradition, avant-garde innovation, creativity and 100% in-house manufacture describe each timepiece. “You have to understand the past to build the future. If you want to write watchmaking history, you need to keep the tradition alive and work hard on new innovations, otherwise there is no future.” This is why Zenith’s future within the industry can simply be summed up in four letters: DEFY. No other company likes to challenge and overtop itself this much in order to push back limits. With the most recent launch of Defy Lab, the manufacture presents the world’s most accurate mechanical watch, thanks to its new monocrystalline silicon oscillator Defy. No wonder that in just over one century and a half of existence, Zenith has been rewarded 2333 chronometry prices – an absolute record.

In addition to all these technical developments, Zenith was chosen by Neuchâtel Tourism to promote the Swiss watchmaking industry. With the recently opened “Le Monde Etoilé de Zenith” another milestone has been laid, as it is an invitation to explore the watchmaking universe in a dynamic, contemporary and entertaining spirit. Especially created for the general public, this guided tour offers an authentic initiatory journey to the heart of the mechanical watch and all its mysteries. With its unusual scenography it offers an exceptional all-round experience, taking the visitor into the inner workings of the Maison, uniting about 80 watchmaking professions under its roof. The first guided tour included guests from around the world, unified by the same wish: to indulge in the mysteries of time.

No doubt that Julien Tornare is the perfect ambassador for passing on a heritage full of emotions and know-how, linked to one of Switzerland’s most beautiful industries. ✳

This page, clockwise from left: employees at the Manufacture Zenith lab; an artisan carefully pieces together the Defy El Primero 21 at the Zenith lab; a guided visit at Le Monde Etoilé de Zenith

Fiery Red

Let the colour of love
and passion lead you
through winter

A Dream *in silk*

Erika Suess

The designer's custom-made unique pieces emphasise femininity, pleasing with perfect fit and exceptional quality – like this dream in Duchesse silk. There is no other designer, Chen Reiss trusts more than her.
erikasuess.com

A Dream *in cashmere*

Loro Piana

Whether above the clouds or on the railway tracks, travelling has never been so cosy and sophisticated at the same time. With this neck pillow in a warm shade of red, Loro Piana is extending its travel collection, combining elegance with comfort.
loropiana.com

Travel *in Style*

Rimowa

The sophisticated trolley, manufactured using lightweight shatterproof polycarbonate, impresses with its unparalleled quality and first-class workmanship. The distinctive grooves added to the cases are inspired by the world's first all-metal aircraft and represent the label's signature detail ever since.
rimowa.com

Chen Reiss

Israeli soprano Chen Reiss is at home on the world's biggest stages and inspires music lovers with her emotion-filled performances on the highest notes. Her engagements take her to the most famous opera houses. Style and elegance are her constant companions. In choosing her accessories for this autumn and winter, she was inspired by the colour of love and passion: "I love reds. They radiate warmth and sensuality – accessories in these wonderful colours are timeless and classic."

chenreiss.com

Warmly wrapped up

Hermès

Every winter walk is a please with the red cashmere scarf with intriguing dark stripes. It can be worn short, reminiscing the school-uniform scarves worn by British schoolboys.
hermes.com

Fire and Flame

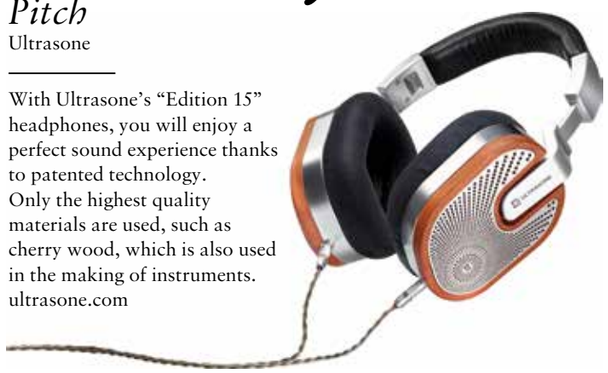
Loungefire

Each piece is uniquely created using teak, impressing with its elegant design. Climate neutral and eco-friendly, the teak ball with an ethanol fire provides a breathtaking and lively flickering, filling every space with ambiance and warmth.
loungefire.ch

For Every Pitch

Ultrasone

With Ultrasone's "Edition 15" headphones, you will enjoy a perfect sound experience thanks to patented technology. Only the highest quality materials are used, such as cherry wood, which is also used in the making of instruments.
ultrasone.com



An icon of time

Cartier

The Cartier Tank Solo is a legend. It has been reinventing itself with design and esprit ever since 1917, while combining tradition with modernity. A true classic and an icon of modern watchmaking.
cartier.com

An eye for detail

Neubau eyewear

The Diana sunglasses made out of eco-friendly natural PX guarantee perfect wearing comfort. Feather-light and flexible, yet robust, they provide a subtle elegance to every woman with a focus on what matters.
neubau-eyewear.com

Lip Couture

YSL

YSL's iconic "Le Rouge" lipstick is a fiery-red tribute to femininity: glamorous and always exuding a classical elegance. The case can be customised individually.
yslbeauty.com

Singing in the rain

Fay

Whoever wears the 4 Ganci Fay Jacket in bright red suddenly can't get enough of the rain. No wonder, the raindrops just roll off this jacket – a must-have in every wardrobe.
fay.com

PARMIGIANI
FLEURIER

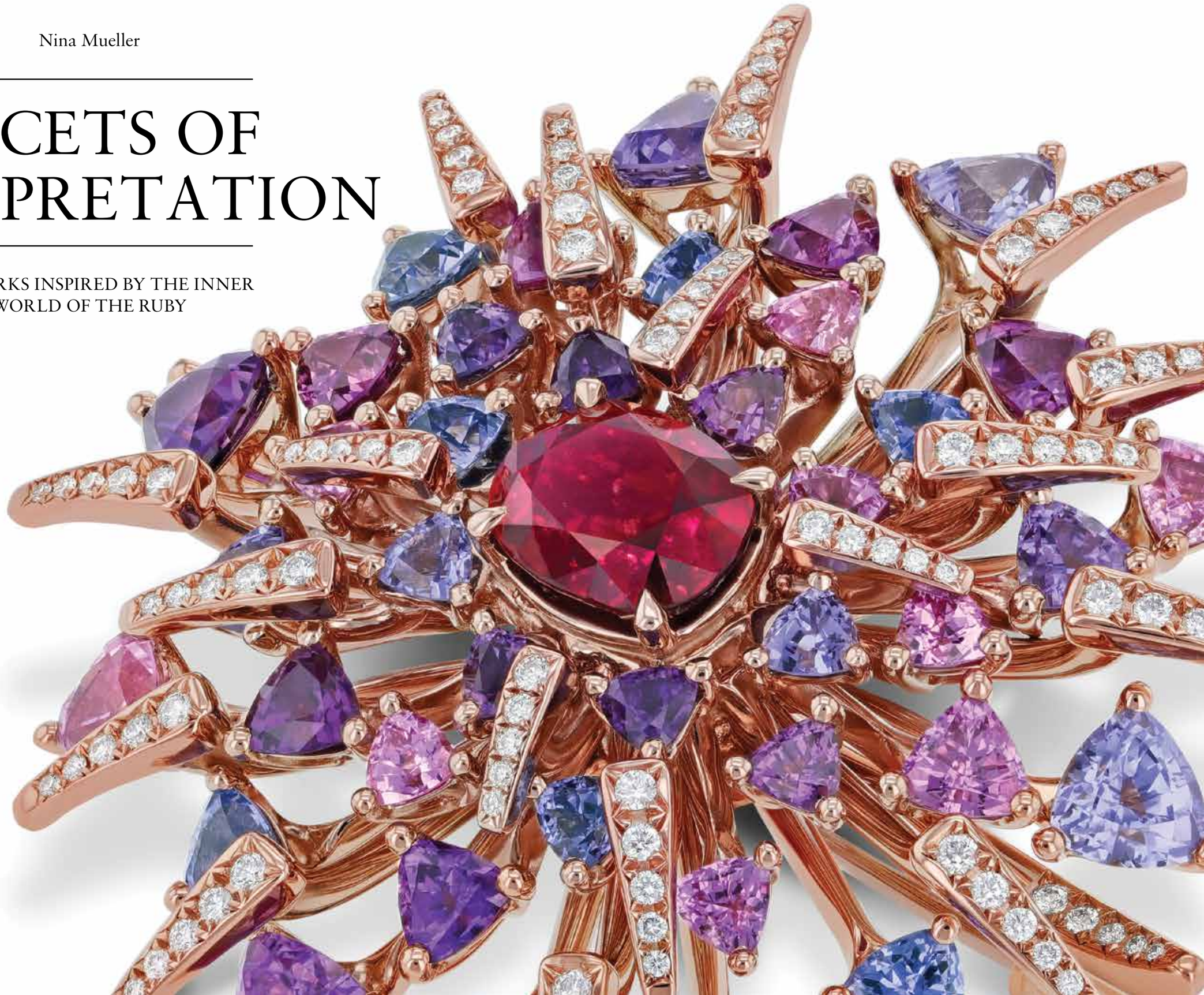
If there had to be only one

Kalpa Hebdomadaire
Manufactured entirely in Switzerland
parmigiani.com

Nina Mueller

FACETS OF INTERPRETATION

ARTWORKS INSPIRED BY THE INNER WORLD OF THE RUBY



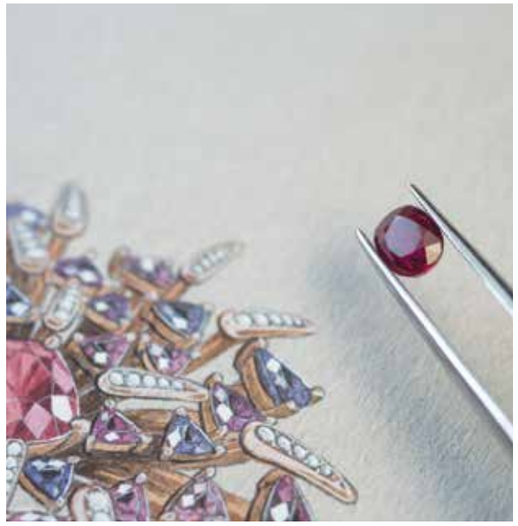
At the House of Gübelin, creativity, craftsmanship, and inspiration are of the utmost importance, which is why the Swiss, family-owned firm avidly supports the arts and culture. Thanks to a partnership with E.A.T. / Engadin Art Talks, a distinctive collaboration with artist Athene Galiciadis came about. In this collaboration, Athene Galiciadis and Gübelin Jewellery designer, Michael Bühler, used photomicrography to jointly immerse themselves in the spectacular inner world of a precious ruby.

The creative process and dialogue between the two artists began with the selection of the image. The photomicrography of the "pigeon blood red" ruby features fine rutile needles, also known as "silk", that are typical of Burmese rubies. Enthralled by the triangular shapes and bright colours, the two artists were each inspired to create unique works: the Red Dahlia jewellery piece and the objet d'art, Stool.

It was from this creative collaboration that Athene Galiciadis's sculpture, Stool, emerged. The Zurich-based artist with Greek and Hungarian roots studied visual arts and art history in Lausanne and Zurich. The 2011 Swiss Art Award winner's versatile pieces are highly valued by collectors and gallery owners, and are exhibited internationally. For example, her work was represented at the renowned Manifesta 11 biennale in Zurich. A characteristic of her technique is the combining of geometric forms with organic materials to create a fascinating symmetry. In her work, Galiciadis likes to experiment with new materials and artistic directions. Hence, her collaboration with Gübelin fits perfectly with her appreciation of traditional craftsmanship and flair for playing with convergence.

Studying the inside of a ruby was particularly inspiring. "When I first looked inside a gemstone at Gübelin's jewellery atelier, I was completely mesmerised by the variety of colours", declares the artist. In her work, Athene Galiciadis makes use of the triangular forms seen inside the ruby to decorate the handmade clay vase with inspired ornamental painting. The vessel is enveloped in a transparent plexiglass case whose colours are reminiscent of those in the ruby. At the same time, this encasing allows you to look inside the composition. In this way, the fragile clay sculpture is protected and can even function as a stool, hence its name Stool. And yet, the vase cannot be used for its intended purpose. This unique work of art plays with the aesthetic contrast between function, materiality, form, and colour.

Photo on pages 70 and 71, The Red Dahlia with a ruby, sapphires and diamonds created by Gübelin Jewellery designer Michael Bühler. Opposite page, clockwise from left: Galiciadis sketches her visual inspiration; image of the final work, Stool; Galiciadis paints geometric patterns on the internal vase at her studio. This page, an artistic painting by Athene Galiciadis, inspired by the inner world of the ruby under photomicrography



Jewellery designer Michael Bühler has also fully embraced the ruby and immersed himself in its interior world. “For me, exchanging ideas with an artist from another creative field was a very exciting aspect of this collaboration”, explains Bühler. In his designs, he maintains the traditions of Haute Joaillerie, as can be seen in the red gold piece Red Dahlia, created especially for this collaboration. Inspired by the intriguing colours and triangular shapes inside the ruby, Michael Bühler has created an elegant piece of jewellery that is studded with a rare “pigeon blood red” ruby, sapphires in various shades, and radiant diamonds. The variety of colours in the selected gemstones captures those revealed in photomicrography, while the trilliant sapphires mirror the triangular patterns.

This creative, one-of-a-kind piece is also particularly versatile. Red Dahlia can be worn in three different ways – as a ring, a brooch or a necklace. This graceful piece resembles the magnificent flower itself, which, like the ruby, is revered as a symbol of love and passion.

Together, the two artists presented their extraordinary pieces at the BolteLang art gallery in Zurich. The works Stool and Red Dahlia reflect their individual and profound character, which is based on the inner beauty of the ruby.

Galiciadis is already working on her next project: a sculpture with a contradictory form that is based on Tatlin’s Tower. In addition, in 2019, she will also display her work with a solo exhibition in the “Downstairs” project space in Brooklyn, New York. ✳

“When I first looked inside a gemstone at Gübelin’s jewellery atelier, I was completely mesmerised by the variety of colours.”

Athene Galiciadis

This page, clockwise from top left: Athene Galiciadis and Michael Bühler at the Gübelin Jewellery Atelier; an illustration of the Red Dahlia concept shown with a ruby; Michael Bühler refers to the photomicrography of the ruby to create an illustration of the Red Dahlia

Acoustic Interlude

Timeless elegance meets sophisticated mechanical movement in perfect tempo

Watches by Patek Philippe. On the left, the Grand Complication 5940R in rose gold, with perpetual calendar and an ultra-thin self-winding mechanical movement, caliber 240 Q. On the right, women's Calatrava 7200/200R, with unique diamond "Flamme®" setting and an ultra-thin self-winding mechanical movement, caliber 240

This page: Rendez-Vous Night & Day by Jaeger-LeCoultre, 34 mm case in rose gold with diamond-set bezel, self-winding automatic movement, and day/night indicator at 6 o'clock

This page: Jaeger-LeCoultre Polaris chronograph in rose gold, with subdials for chronograph minutes and continuous seconds, tachometer scale on the inner bezel, automatic self-winding movement

This page: Zenith Defy El Primero 21, new El Primero 9004 chronograph movement with a seconds hand that rotates once per second and can measure elapsed time to a precision of 1/100th of a second. Two escapements, one for the time functions running at 5 Hertz, one for the chronograph running at 50 Hertz

This page: Velvet Caviar by Roger Dubuis, 36 mm case in pink gold, bezel set with diamonds, powered by the RD830 self-winding mechanical movement providing 48 hours of power reserve. Distinctive black crystal fabric strap

This page: Kalpa Qualité Fleurier by Parmigiani Fleurier, rose gold tonneau-shaped case and exquisite hand-worked guilloché dial, central seconds and date at 12 o'clock, powered by the PF442 self-winding movement providing a power reserve of 60 hours

This page: Panthère de Cartier, case and bracelet in yellow gold, size 27 x 37 mm, octagonal crown set with a blue sapphire; a watch that combines timekeeping with jewellery sophistication

This page: Possession by Piaget, 34 mm case in white gold set with 46 brilliant-cut diamonds, dial set with 11 brilliant-cut diamonds, interchangeable alligator strap with ardillon buckle

This page: Portofino chronograph by IWC Schaffhausen, stainless steel case 42 mm in diameter with dark brown alligator leather strap, powered by the IWC 75320 self-winding movement, chronograph subdials with small hacking seconds, day and date in rectangular display

Jennifer Clark

SWISS CAPITAL OF CULTURE

BASEL OFFERS IT ALL, FROM MAJESTIC ARCHITECTURE TO EXQUISITE CUISINE

Playing host to distinguished talents from music to science over the centuries, Basel is also a creative hub for a thriving modern arts scene that continuously seeks to transform the way we live and experience the city. With 40 exceptional museums and the celebrated fairs of Art Basel and Baselworld on its cultural resume, Basel is a world capital of culture, attracting locals and visitors to experience classical Europe with a contemporary twist. This season we explore the latest exhibitions and new talents in town, including an architecture tour, cosy lounges and charming locales to enjoy cuisine with international flair.

No one sums up Basel's passion for art quite like Ernst Beyeler, a Basel native and one of Europe's foremost art collectors. From the end of World War II, Beyeler transformed a tiny bookshop into a top gallery by recognizing great talents like Pablo Picasso ahead of other experts. His expertise is now a collection on display at the Renzo Piano-designed museum Fondation Beyeler, with a full Balthus retrospective on exhibit and a major exhibition on Picasso's early works (Blue and Rose). An immersive museum crawl starts at the Kunsthalle, the cornerstone of Basel's contemporary art. Alongside special events and curator-led tours, the museum welcomes New York-based Russian painter Sanya Kantarovsky and the first European show for Mexican artist, Tania Pérez Córdova.

From canvas to concrete, Basel combines the ethereal atmosphere of a medieval city with innovative architecture. Herzog & de Meuron's projects are fine examples of Swiss fervour, with top addresses including the Schaulager and Volkshaus Basel, offering an interesting juxtaposition with the old city across the Rhine River. To understand the impact of the duo's works and other projects including the Roche Tower, book a tour with Guiding Architects and explore Basel's outstanding buildings with local experts.

Photo on pages 86 and 87, Basel city view from the Rhine Bridge. Opposite page, clockwise from far left: the cigar lounge at the Grand Hotel Les Trois Rois; Bruce Nauman's art exhibition at the Schaulager and Volkshaus Basel; internal architecture and sunset views of Basel Münster; the Roche Tower in Basel with Guiding Architects, photo by Roche. This page, early works of Picasso (Blue and Rose) at Fondation Beyeler

FONDATION BEYELER

BALTHUS
Until 1 January 2019

PICASSO – BLUE AND ROSE
February – May 2019

Baselstrasse 101
4125 Basel
Tel. +41 61 645 97 00
fondationbeyeler.ch

KUNSTHALLE BASEL

SANYA KANTAROVSKY
Disease of the Eyes
Until 11 November 2018

TANIA PÉREZ CÓRDOVA
Daylength of a room
Until 6 January 2019

Steinenberg 7
4051 Basel
Tel. +41 61 206 99 00
kunsthallebasel.ch

GRAND HOTEL LES TROIS ROIS

Blumenrain 8
4001 Basel
Tel. +41 61 260 50 50
lestroisrois.com

GUIDING ARCHITECTS

Tel. +41 78 606 78 70
architour@architour.ch
guiding-architects.net

With modern art taking to the streets, gallery hop with a first stop at Stampa gallery, one of the first in Basel to host avant-garde artists like Vito Acconci, Miriam Cahn and Marlene Dumas. Then head to Guillaume Daeppen's gallery, a collector who ventured "underground" 20 years ago and features the street art movement's emerging artists.

Experience the heights of hospitality at Grand Hotel Les Trois Rois, one of Europe's oldest city hotels, initially founded in 1681 as a gentlemen's inn. The building was converted into a grand hotel in 1844, and in 2004 underwent a major renovation project led by Basel architect Christian Lang, preserving the hotel's historic character and reconstructing sections based on original plans. Today, the landmark remains a big draw for its architecture, cuisine and social exchange.

Dining options at the hotel include dinner at Cheval Blanc, an experience where gastronomic passion is at its highest expression, meticulously prepared by three Michelin-starred chef Peter Knogl. Dubbed "the king of sauces" by culinary experts, Knogl's French-style haute cuisine is infused with vibrant Asian and Mediterranean influences. To salute the day, sink into a deep leather sofa at the wood-panelled bar and unwind with a soulful, artisan spirit by the fireplace while the city lights twinkle in the distance.

DON'T MISS

PERSONAL RECOMMENDATIONS OFF
THE BEATEN TRACK

RESTAURANT STUCKI

Experience the unique culinary style of chef Tanja Grandits, Switzerland's top female chef. Set in simple yet smart interiors, her vibrant and aesthetic dishes take guests on an enchanting journey of flavours and colours. The beef tartar with beetroot, coffee oil and shiso is simply exquisite, complemented by a selection of wines curated by sommeliers René Graf and Christian Juppe.

Bruderholzallee 42
4059 Basel
Tel. +41 61 361 82 22
tanjagrandits.ch

Gübelin Basel
Boutique Director
Martin Handschin

Located in the "Haus zum Steblin", among Basel's historic buildings, the Gübelin boutique retains an elegant ambiance, with an in-house horologist and goldsmiths ready to service our clients.

FERRY ON THE RHINE

A cruise along the Rhine reveals the timeless charms of Basel. Four ferry tours are available along five bridge crossings, powered only by the natural force of the river's current. Warm up on a sunny winter's day, or hire a ferry for the evening with a private reception on board.

Ferry Lines:
St. Alban "Wilde Maa"
Münster "Leu"
Klingental "Vogel Gryff"
St. Johann "Ueli"
basel.com

BASEL MÜNSTER

Climb up the red sandstone architectural landmark and catch a glimpse of the city in all its glory, under the evening stars or enchanting snowy scenery.

Münsterplatz 9
4051 Basel
Tel. +41 61 272 91 57
baslermuenster.ch

TIMES CHANGE.
TIME DOESN'T.

CELEBRATING 150 YEARS OF IWC SCHAFFHAUSEN.

Portugieser Chronograph Edition "150 Years". Ref. 3716: To mark IWC's special birthday, we are presenting a special Jubilee collection with design cues that run through all models, all with blue or white dials. These are coated with twelve layers of top-quality lacquer that recall the enamel dials made in earlier times. The Portugieser Chronograph Edition "150 Years" is the first example of this timepiece to feature an IWC-manufactured movement from the 69000-calibre family, whose efficient pawl-winding system builds up a 46-hour power reserve. Timeless elegance and ultimate precision at their finest. In fact, precisely what we have been doing for the past 150 years. IWC. ENGINEERED FOR MEN.

Limited edition of 2000 watches · Mechanical chronograph movement · Self-winding · IWC-manufactured 69355 calibre · 46-hour power reserve when fully wound · Stopwatch function with minutes and seconds · Rotor in 18-carat gold with Jubilee insignia · See-through sapphire-glass back · Water-resistant 3 bar · Diameter 41 mm · Stainless steel · Alligator leather strap by Santoni

150 YEARS 1868

IWC Schaffhausen, Switzerland · www.iwc.com

FOLLOW US ON:

IWC
SCHAFFHAUSEN

WELCOME TO GÜBELIN

LUCERNE

Both boutiques on bustling Schwanenplatz are just a few steps from Lucerne's iconic landmarks, Chapel Bridge and Water Tower.

In Lucerne, Gübelin Jewellery and over 30 renowned watch brands are offered, including Girard-Perregaux and Dior, which has recently become part of the assortment.

Schwanenplatz
6004 Lucerne
Tel. +41 41 417 00 10
gubelin.luzern@gubelin.com

Director Retail Stores Lucerne
Roland Imboden

Head of Boutique
Adrian Kunz

ZURICH

Since its opening in 1932, the boutique, alongside exclusive designers, hotels and galleries, has hallmarked Bahnhofstrasse in the heart of the city.

In addition to Gübelin Jewellery, the Zurich boutique presents Patek Philippe, Jaeger-LeCoultre, Parmigiani Fleurier, Cartier, Glashütte Original, IWC Schaffhausen, Zenith, Girard-Perregaux, Chanel and Montblanc.

Bahnhofstrasse 36
8001 Zurich
Tel. +41 44 387 52 20
gubelin.zurich@gubelin.com

Boutique Manager
Jeannine Matthys

GENEVA

Opened in 1944, this boutique is located on Rue du Rhône, the city's prestigious shopping street lined with late 19-century houses.

Girard-Perregaux is the latest brand to arrive at the Geneva boutique, which also brings you Gübelin Jewellery, Parmigiani Fleurier, Roger Dubuis, Glashütte Original, IWC Schaffhausen, Zenith, Bvlgari, Breitling, Corum, Montblanc, Baume & Mercier and TAG Heuer.

60, Rue du Rhône
1204 Geneva
Tel. +41 22 365 53 80
gubelin.geneve@gubelin.com

Boutique Manager
Antonio Teixeira

BASEL

Gübelin's Basel boutique, opened in 1972, is located within one of the city's oldest buildings.

At the Basel boutique you can find Gübelin Jewellery, as well as Patek Philippe, Jaeger-LeCoultre, Parmigiani Fleurier, Roger Dubuis, Piaget, Zenith, Hermès, Montblanc and TAG Heuer.

Freie Strasse 27
4001 Basel
Tel. +41 61 307 56 20
gubelin.basel@gubelin.com

Boutique Director
Martin Handschin

LUGANO

Housed in an early 20th-century palazzo, this boutique boasts a prestigious location on Piazza Carlo Battaglini.

The diverse assortment includes Gübelin Jewellery, Patek Philippe, Jaeger-LeCoultre, Parmigiani Fleurier, Roger Dubuis, Ulysse Nardin, Zenith, Bvlgari, Breitling, Hermès, Montblanc and TAG Heuer.

Via Nassa 27
6900 Lugano
Tel. +41 91 850 54 80
gubelin.lugano@gubelin.com

Boutique Director
Jean-Pierre Criblez

BERNE

Opened in 1967, the boutique is right alongside the city's famous Hotel Schweizerhof. Located at the centre of the Swiss capital, the boutique reflects traditional charm and elegance.

Choose from Gübelin Jewellery, Jaeger-LeCoultre, Parmigiani Fleurier, Cartier, Piaget, Zenith, Montblanc and TAG Heuer.

Bahnhofplatz 11
3011 Berne
Tel. +41 31 310 50 30
gubelin.bern@gubelin.com

Boutique Manager
Nina Sprenger

ST. MORITZ

The boutique, which first opened in the Surselva House in 1931, is now in the renowned Badrutt's Palace Hotel.

Discover Gübelin Jewellery and Patek Philippe in St. Moritz, the fabled village located in the southern Swiss Alps of the Engadin.

Place Galerie, Via Serlas 29
7500 St. Moritz
Tel. +41 81 837 58 70
gubelin.st.moritz@gubelin.com

Boutique Manager
Marisa Blättler

HONG KONG

Gübelin's by-appointment-only salon has welcomed connoisseurs in its cosy setting since 2013.

Located in the same building, the Gübelin Academy celebrates its fifth anniversary, sharing gemmological knowledge through courses for professionals, collectors and enthusiasts.

Room 3405-3406, Gloucester Tower
The Landmark, 15 Queen's Road
Central, Hong Kong
Tel. +852 2264 6898
gubelin.hongkong@gubelin.com

Deputy Boutique Manager
Reno Chan

BEYOND BOUTIQUES

IT'S ALL ABOUT SERVICE

The Deeply Inspired philosophy pervades the company at all levels, and guides our hospitality approach. It is a commitment to serve above and beyond, and an emotional experience that we create for our guests. Our shared appreciation for fine jewellery and watches extends beyond the visual, looking deep into the heart.

Daniel J. Ziegler is the Sales Director for Gübelin's boutiques in Switzerland, training the teams to master the art of experience. His impressive background as a successful, long-time hotelier proves that hospitality is not about showcasing the services you have, but focusing on how those services make the guest feel. As Ziegler explains, "I have always enjoyed working with people. The hotel business is fascinating and I love being a host, surprising guests with attentive service and offering special experiences that go beyond expectations."

Having accumulated 39 years of experience in the hospitality industry managing family-owned luxury properties, Daniel J. Ziegler knows the importance of placing service and engagement at the fore. He easily identifies with Gübelin's deeply-rooted values yet also possesses a genuine understanding of entrepreneurship. It is a balancing act that he knows very well. "I like the feeling of a family business. Heritage, tradition, handcraft and innovation are values that I have built and cultivated during my lifelong career."

Ziegler assumes operational responsibility for all seven Gübelin boutiques in Switzerland, with 160 staff members under his leadership. His job is to work with boutique managers, jewellery & watch consultants, watchmakers, maintenance teams and administrative staff to analyse the work process, propose customer-centred ideas and evaluate the boutique performance with the aim of improving customer service and unforgettable experiences.

The in-boutique experience reflects this constant drive and shared objectives, featuring state-of-the-art infrastructure and a luxurious atmosphere with seasoned, well-trained staff. "It is all about service. Service in our boutiques is not what you see, it's in how you feel. Excellent service is invisible, it is as transparent as air and feels like supreme silk on your skin."

Looking to the future, "One of the most important objectives is to continue delivering unmatched service and client experiences. We can only achieve this with a competent team, persistent attention to detail, tailored service and developing new ideas to constantly inspire our clients."

Himali Singh Soin

WITNESSING THE BIRTH OF MOTHER EARTH

G. BRAD LEWIS CAPTURES THE FIERCE PROCESS OF VOLCANIC CREATION

The photographs of volcanoes taken by G. Brad Lewis are awe-inspiring, their movement and texture making for an idea of nature that is metallic, scarlet and archival. In this respect, his images become a metaphor for life itself, our inner thoughts and feelings pouring liquid and molten on the outside, leaving in their wake, fierce beauty. To achieve this visual experience, the volcano photographer applies an exceptional technique, using light to capture light, at a distance and up-close. His detailed photographs are not just inspiring to look at, they also provide scientists with the necessary information to research volcanic activity. Lewis is based out of Hawaii, Utah, and Alaska, where his subjects are located. In between last-minute journeys to capture the latest eruption, Lewis shares his passion for volcanoes and what they teach us about life and Earth's most whimsical occurrences.

"Danger is so relative when it comes to being on a volcano. It is critical for me to always listen to my intuition, in order to avoid putting myself in danger," says Lewis. Conditions on site change without forewarning, and his first task is to always know what his escape route is, and more importantly, where not to go. There is a power in safety, too.

What leads a man to wake up in the morning and decide to walk on an active volcano? "As a child, I was fascinated by volcanoes, that the earth could be so alive. I

first moved to Alaska, where I was surrounded by volcanoes, but they were all explosive and intimidating. Then, when I went to Hawaii, on a two-week vacation, I saw more of a drive-in volcano, which was approachable, and I could get warm and fuzzy with it. I got to the Big Island at about the same time as the beginning of the PuʻuʻŌʻō event and was immediately hooked. I decided to call Hawaii home, too."

PuʻuʻŌʻō is a volcanic cone in the Kīlauea volcano, located in Hawaii. The area has been erupting continuously since 1983, making it the longest eruption of the last two hundred years. In a land full of myth and folklore, there are plenty of stories that surround Kīlauea. The protagonists are Pele, the volcano goddess and Ailāʻau, the forest eater, who lived in Puna, right where Pele decided to live. Their stories are about creation in the face of destruction and love, even at a time of loss.

Photo on pages 96 and 97, the fiery landscape at Kīlauea Volcano in Hawaii. This page, top to bottom: portrait of G. Brad Lewis at work; lava flow captured using special lighting techniques. Opposite page, Lewis captures a mesmerising eruption at Kīlauea Volcano. Photos by G. Brad Lewis

Watching lava for long amounts of time leaves Lewis mesmerised. On one occasion, Lewis was at the base of the "fissure 8" fountain for hours as it pumped 26,000 gallons of lava, forming a huge lava river that flowed eight miles to the ocean. "It is like watching a fire, where time passes and you are lost in quiet thought … Watching lava is experiencing Earth Birth. One understands that we are on a living planet. Lava to the earth is what to us is the blood in our veins."

The thrill of the moment is intoxicating. "So much passion and emotion is derived from being around an erupting volcano," says Lewis, "especially one as approachable as Kīlauea. It is sensuous even."

Captivated by these continuous contractions of the Earth, Lewis journeys to the active zones where he might capture what he deems liquid light. "Much of my technique comes from experience, especially in the film days, when I could never rely on my light meter. I had to go on sheer experience of knowing what worked and what did not. Now in the digital realm, I practice the whole gamut of photography when I am on a volcano, from utterly fast exposures to capture spinning fountaining lava in place, to very long exposures that capture movement."
But it's not all about technique: "always photograph what you love", he declares. And while his profession involves living in extremes, he believes in balance. "Personally, I have always mixed many different elements into my photography and lifestyle. That is why I live in Hawaii, Utah and Alaska", affirms Lewis. When the volcano returns to slumber, you can find the acclaimed photographer on the ice of a glacier, or in a dense aspen glade in a high alpine setting. ✻

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1,2. Presentation of the creative collaboration with Gübelin Jewellery and Athene Galiciadis at the BolteLang art gallery in Zurich, from left to right: Michael Bühler, Athene Galiciadis, Raphael Gübelin. 3. The gallery event was followed by an exclusive dinner at the Gübelin boutique during Art Basel. 4,5. Gübelin hosted special guests from Hong Kong, Shanghai and Beijing at Park Hotel Vitznau. 6. Ristorante Da Enzo in Lugano.
7. A Farewell Gala was held at Villa Heleneum.
8. Guests pose with the traditional Swiss Alphorn.
9. Wilvy Sy Gübelin and Raphael Gübelin. 10. The guests from Hong Kong, Shanghai and Beijing explore Mount Pilatus. 11. One among many highlights of the cultural trip: Läderach Chocolatier workshop in Zürich

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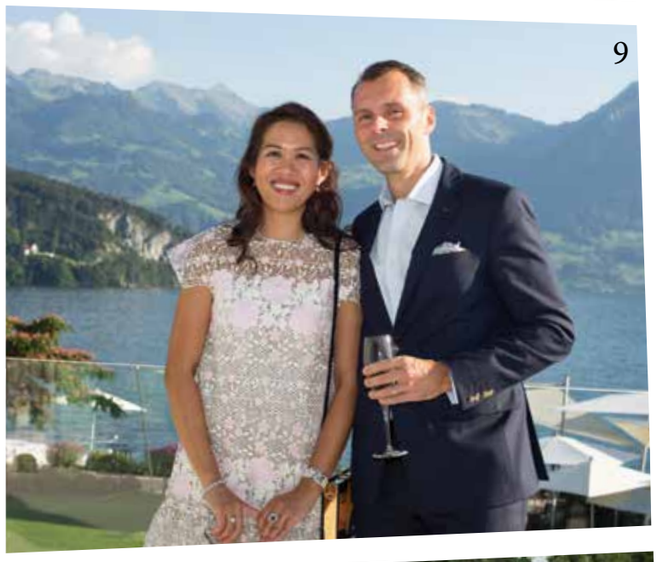
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SOCIAL AGENDA

In May 2018, Gübelin Jewellery commissioned a creative collaboration inspired by the fascinating inner world of the ruby. Swiss contemporary artist Athene Galiciadis produced the artwork Stool while Gübelin Jewellery designer Michael Bühler created the jewel Red Dahlia. The special works of art were unveiled at Zurich's BolteLang art gallery, followed by an exclusive dinner held at the Gübelin boutique during the prestigious Art Basel in June. Chef de cuisine was 2 Michelin-star chef and owner of 18 Gault Millau points, Tanja Grandits, who set the scene with artistic culinary delights. In July 2018, Gübelin welcomed special guests from Hong Kong, Shanghai and Beijing to explore Switzerland's cultural treasures. The journey included visits to Mount Pilatus, an educational tour at the Gübelin Gem Lab and the Gübelin Jewellery Atelier in Lucerne. After taking the train along the "Gotthard Route" and visiting LAC Lugano Arte e Cultura, a Farewell Gala was held at Villa Heleneum, as an elegant finale to the glamorous week through Switzerland.

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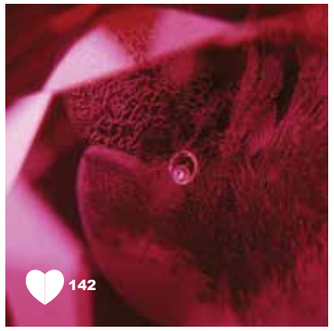

NEXT ISSUE

Create to Inspire

Dive even deeper into Gübelin's Deeply Inspired philosophy with our next issue and explore the mysterious inner world of precious gemstones, while you discover sophisticated pieces of jewellery based on Gübelin's unique design aesthetics, which combine knowledge, craftsmanship and creativity. Furthermore, we will present exceptional timepieces from our renowned brand partners and share recent innovations in the field of gemmology with you.

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