



Audemars Piguet Uses 3D Printed Backdrop at Art Basel Hong Kong



At Art Basel Hong Kong, two artists created a backdrop for Swiss watchmaker Audemars Piguet's lounge. Their work uses modern technologies to evoke the watchmaker's home in Switzerland.

Art Basel Hong Kong is one of a series of annual Art Basel art fairs around the globe. This particular edition — Hong Kong's sixth — came to an end on March 31st. It features works from 32 countries, with (for us) perhaps the most notable being from Chilean artist and designer Sebastian Errazuriz and Italian artist Davide Quayola.

These duo developed installments to be displayed at the mini-lounge created by Swiss watchmaker Audemars Piguet. Both used modern technologies to create their pieces.

Errazuriz has now worked with the watchmaker three times and this year's work he explained is "the final part of a trilogy." It is called Foundations. Each year his pieces were inspired by the watchmaker's home, the Vallée de Joux in Switzerland.

Quayola also offered a beautiful backdrop for the watchmaker to demonstrate its craft. His work is called Remains: Vallée de Joux and is a photographic series. He was also inspired by the harsh weather conditions the valley faces.



Audemars Piguet
Davide Quayola's Remains: Vallée de Joux

Errazuriz's installation focuses on iron ore which is at the heart of steel and a principal resource for watchmakers. The artist 3D scanned, printed and hand molded 500 rocks from the valley. These were

then suspended in the lounge to move and rotate and evoke the Vallée de Joux.

Errazuriz spent a week in the valley and learned that long ago, the area was often cut off due to ice and snow. “So, I thought, well, these guys are known for the complexities of their mechanisms. It’s logical that you could focus on that sort of craft if you can’t go anywhere. I see a connection to being an artist: I’m stuck in the studio for months or a year before I’m finished with a work and you don’t want to show it until it’s ready,” he explains.

Meanwhile, Quayola’s beautiful backdrop evokes snow covered trees. This series “unifies the natural roots of Audemars Piguet with his own visual artistry,” according to watchmaker’s website.

However, Quayola’s large black and white images are actually high-precision laser prints. To create these, he used advanced software, computer technology and programming.

“It’s almost like taking the eye of the machine to look at these primordial places and rediscover them from a different perspective,” Quayola explained.

Unfortunately, Art Basel Hong Kong has shut up shop for the year. However, you can find out more about Errazuriz’s Foundations and Quayola’s Remains: Vallée de Joux on the Art Basel website.



