

Parra, Alfonso. "What happens when art and haute horlogerie come together," GQ, June 21, 2018



What happens when art and haute horlogerie come together

We chat exclusively with Davide Quayola, the Italian artist signed this year by Audemars Piguet to collaborate in his VIP Collectors Lounge.



The first collaboration of the Italian artist Davide Quayola with Audemars Piguet was in 2012, during the exhibition that commemorated the 40th anniversary of the iconic Royal Oak clock . A few hours after finishing his exhibition in the space of the watchmaking brand within Art Basel Basel and after having been in the edition of the fair in Hong Kong, we talked with him to understand what the work of a “visual artist” means. and know what are current projects.

Tell us about your series of photos Remains: Vallée de Joux that you exhibited in Hong Kong. How does that work reflect the philosophy of your collaboration with Audemars Piguet?

Remains is a project that focuses on the nature and tradition of landscape paintings. In this case, high precision laser scanners are used to capture natural landscapes at immense resolutions, resulting in complex digital representations, printed in very large formats. The combination of geometric reconstructions and the imperfections of the 3D scanning process create hybrid formations, between the real and the artificial. For this collaboration with AP I worked with several natural landscapes from their place of origin: the beautiful and secluded Vallée de Joux in Switzerland.



Where can the general public see this work?

The series of impressions Remains: Vallée de Joux was presented for the first time in the VIP Collectors Lounge of AP in Art Basel in Hong Kong and then in the edition of the fair in Basle, which has just finished. His next stop will be Art Basel Miami and after that the works will travel to several other exhibitions in the form of printing facilities of specific large-scale sites.

During Art Basel in Miami you will show your work entitled Promenade. What is it about?

It is a job for which I used a drone to navigate through dense patches of forest, capturing ultra high resolution videos and 3D geometry data.

For someone who is not an art expert, how would you explain in a simple way the use of technology in your work?

In my work, technology is not used simply as a production tool, but as something that helps me discover new ideas and aesthetics. I am interested in developing computer systems to study and experiment with them, a bit like musical instruments. I am fascinated by how technology is changing the way we experience the world around us and how this is reflected in new aesthetics and visual languages.



How important is the support relationship to a job like the one you do on behalf of a brand such as Audemars Piguet?

To create complex projects there is always a risk component and it is very rare to find a supporter so committed to the vision of an artist who is willing to take such risks. Every time I have collaborated with Audemars Piguet it has been very special and has allowed me to develop very ambitious projects.

A classic artist and a contemporary artist that you admire?

Classic, Monet. Contemporary, Carsten Nicolai.