



“Mars”

Louis Moinet’s Martian odyssey

Remember the theory that the Martians built canals on Mars as a means of irrigating their planet?

These days, it’s an idea that’s looked back on with fond amusement, but Percival Lowell – born in 1855 and thus a contemporary of Louis Moinet – took the idea very seriously. He carried on the work begun by Italian astronomer Giovanni Schiaparelli, who thought that the dark marks he had observed on Mars were a series of lakes and canals. This romantic vision of astronomy is the first thing that draws the gaze on the case of the new “Mars” limited edition piece created by Ateliers Louis Moinet.

A fragment of Mars on the wrist

This unique creation by Louis Moinet enshrines an extraordinary spaceborne adventure. The collection (comprising 12 pieces in rose gold and 60 in steel) features a genuine Mars meteorite fragment in a capsule at the three o’clock position, amid a dial that faithfully reproduces the surface of Mars, complete with its legendary volcanoes. Collectors who are also astronomy buffs will have no difficulty in recognising Olympus Mons in the centre, Ascreaus Mons between 1 and 2 o’clock, Pavonis Mons between 4 and 5 o’clock, and Arsia Mons between 5 and 6 o’clock.

To create this Martian landscape, the brass dial has undergone expert craftsmanship, with each crater reproduced individually. On the rear side, the oscillating weight is in the same shade as the dial, with a copper-coloured, concentric Clous de Paris stud finish.

A contemporary aesthetic appearance

The Mars piece features three different sets of openwork – on the hour markers, on the dial, and on the lugs and vertical bridges – giving the timepiece a uniquely three-dimensional aspect. It is also the first creation by Ateliers Louis Moinet to feature Roman numeral hour markers, made with three different geometrical sections. They have a satin, diamond-studded finish, and appear to be suspended in mid-air as if weightless.

The openwork on the Mars dial, between 8 and 12 o’clock, reveals each and every beat of its exclusive Louis Moinet caliber. The escapement (generating 28,800 vibrations per hour) and the offset seconds hand are displayed in all their glory – carefully positioned to ensure an unobstructed view of every detail of the Mars movement. The assembly is housed in Louis Moinet’s Neo case, structured around two vertical bridges that span the timepiece, securing the strap at each end of their openwork lugs.

The exclusive presentation case has been specially designed for Mars in the style of a leather-bound first edition typical of nineteenth-century works of speculative fiction and exploration. In a new development, the Mars presentation case will also be punched in the shape of a Martian crater – in the middle of which a second fragment of Martian meteorite is sealed.



About Louis Moinet

*Ateliers Louis Moinet was founded in Saint-Blaise, Neuchâtel, in 2004. The fully-independent firm was established to honour the memory of Louis Moinet (1768-1853): master watchmaker, inventor of the chronograph in 1816 (certified by Guinness World Records™), and pioneer in the use of very high frequencies (216,000 vibrations per hour). Louis Moinet was a watchmaker, scholar, painter, sculptor, and teacher at the School of Fine Arts – as well as the author of the *Traité d'Horlogerie*, a watchmaking treatise published in 1848 that remained a definitive work of reference for a century. Today, Ateliers Louis Moinet is perpetuating this legacy. The firm's timepieces, produced in limited editions only, have won some of the most coveted honours, including a UNESCO Award of Merit, five Red Dot Design awards (including one Best of the Best award), gold and bronze medals in the Chronometry Competition, eight Good Design awards, three Middle East Watch of the Year awards, two Robb Report "Best of the Best" awards, a German Design award, a Moscow Grand Prix award, and a "Chronograph of the year" distinction from *Begin Magazine*, Japan. Louis Moinet creations often make use of unusual materials, such as fossils and meteorites, combined with bespoke fine watchmaking complications in a unique creative approach. The brand's core values are creativity, exclusivity, art and design.*