

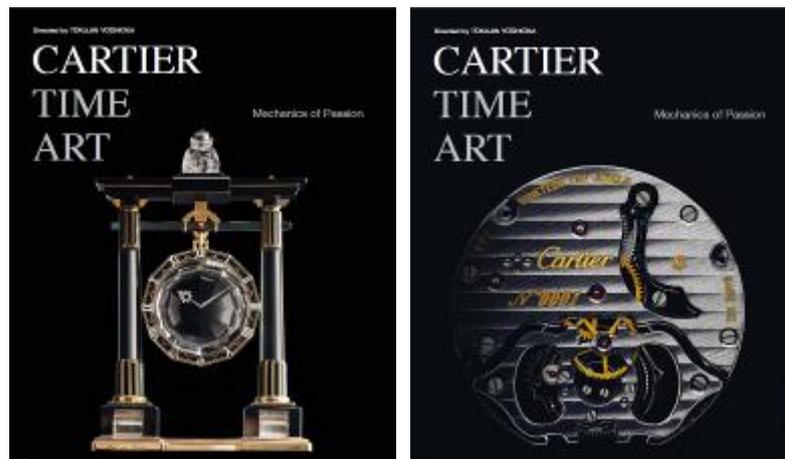
Press Release



FOR IMMEDIATE RELEASE

ArtScience Museum at Marina Bay Sands hosts the first Cartier Time Art exhibition in Asia

The largest public exhibition of the most prestigious historical and contemporary Cartier timepiece designs arrives in Singapore in December



Singapore (October 11, 2011) From 14 December 2011 to 12 February 2012, the ArtScience Museum at Marina Bay Sands will present **"Cartier Time Art"**, an exceptional exhibition that will take visitors on a journey to the heart of Cartier watchmaking. The ArtScience Museum is the first venue in Asia to host this exhibition, which is the largest collection of Cartier timepieces ever displayed in public. The exhibition travels also for the very first time outside the birthplace of watchmaking, Switzerland, and presents a unique opportunity for the public to discover the secrets and stories behind unique timepieces created by Cartier.

"Cartier Time Art" unites the largest number of Cartier iconic timepieces providing a glimpse into its origins through to the present day, offering a rare opportunity to discover Cartier's creativity. Throughout the ages, this collection of creations has successfully mixed ingenuity with aesthetic and technical innovation and is a testament to the vitality of Cartier's watchmaking heritage. Members of the public will discover the rich language of shapes, designs, and complications apparent in these objects emphasizing Cartier's high level of expertise.



It is in this context that the exhibition at the ArtScience Museum will also present twelve Cartier movements and seventeen Fine Watchmaking timepieces all linked to Cartier's technical know-how, including a unique watch unlike no other in the world, the forward-thinking Cartier ID One concept watch, where each movement is spatialised according to a sophisticated process designed by Tokujin Yoshioka.

Mr Christopher Kilaniotis, Managing Director of Cartier Singapore states, "We are pleased that the first museum in Asia to host the **"Cartier Time Art"** exhibition is the ArtScience Museum at Marina Bay Sands in Singapore. It is an important exhibition, never seen before in Asia or, as a matter of fact, outside Switzerland. We are happy that the exhibition is held in a country famous for being a watch hub and within an iconic and new Singapore landmark."

"What many people are not aware of is that Cartier always had watchmaking in the heart of its activities. Since the 19th century, Cartier has been creating horological marvels that became icons in the world of prestigious watchmaking.

What is special in regard to **"Cartier Time Art"** exhibition is that for the very first time we have the largest collection of historical and contemporary Cartier marvels in one wonderful location, with the exhibition design orchestrated by a well-known artist and authority of exhibition design.

The creativity and stories behind the timepieces on display is fascinating, with the exhibition including a number of individual creations, but also a unique concept watch, the Cartier ID One, which is a foray into the future direction of watchmaking," he added.

Mr. Tom Zaller, Museum Director, ArtScience Museum at Marina Bay Sands said, "Cartier, widely considered "King of Jewellers, Jeweller to Kings", enjoys a regal reputation for exquisite craftsmanship possessed by few others. Cartier has always been regarded as one of the most revolutionary Maisons in the field and has always been way ahead of its time. Mere mention of the name evokes elegance and rarefied flair, of princely collections and timeless beauty. Yet that very reputation for aesthetic perfection obscures another less obvious, less understood but equally veritable Cartier hallmark - unparalleled innovation."

"ArtScience Museum is proud to play host to this collection of inimitable timepieces. Built to showcase the ingenuity of Man's inspiration, artistry and innovation, ArtScience Museum shares Cartier's devotion to creativity. Blessed with unique galleries that invite curiosity and imagination, the Museum welcomes award-winning exhibition-designer Tokujin Yoshioka's interpretation of Cartier's horological heritage. This exhibition is both an artful story about time, as well as a timeless story about art," said Mr. Zaller.

The story of Cartier watchmaking begins in 1853 when the Cartier Maison begins selling its first watches from its premises in Paris. One of the first examples of the early steps of Cartier watchmaking is represented in the exhibition with a chatelaine-watch in yellow gold, pink gold, enamel and pearls created in 1874, and finishes in the present day with the *Cartier ID One* watch in niobium-titanium, featuring an ADLC coating and carbon crystal.



The 158 historical timepieces that will be presented at the ArtScience Museum have been selected from the treasures of the Cartier Collection, a unique array of vintage Cartier objects that date from its origins through to the present day.

These artifacts are often exhibited in the world's most important museums. Emblematic creations, such as the *Santos* wristwatch (designed in 1904 as a custom made watch and released in 1911), the large Portique mystery clock (1923) with the mysterious Billiken figure on it, a very rare jumping-hour pocket watch with a transparent case and the exceptional 1928 *Tortue* watch with minute-repeater, will be joined by the largest collection of mystery clocks ever displayed in public in one place, all waiting to be discovered.

For almost four years, Cartier's Fine Watchmaking Collection has evolved from an unprecedented wave of creativity, where the innovation and imagination of Cartier's designer-watchmakers have been combined with the expertise and excellence of the Manufacture's craftsmen.

Modern and avant-garde are two constants that are closely linked to Cartier's history. Throughout this temporal journey, one key element stands out: the daring spirit that drives all Cartier actors, from its craftsmen to its designers, with which the designer Tokujin Yoshioka has imbued the exhibition's scenography. Tokujin Yoshioka was awarded the 2011 Design of the Year prize by A&W Architektur & Wohnen Magazine.

With respect for both tradition and technical complexity, the "Cartier Time Art" exhibition unveils the creative power of Cartier watchmaking and is a testament to the enduring passion that has driven this watchmaker-jeweller since 1847.

Boasting an iconic lotus-inspired design, the world's first ArtScience Museum at Marina Bay Sands is poised to be the heart of the growing ArtScience movement. ArtScience Museum, which features 21 gallery spaces, totaling 50,000 square feet, is the premier venue for major international touring exhibitions from the most renowned collections in the world. "***Titanic: The Artifact Exhibition***" will also be exhibited at the same time – another first for Southeast Asia.



Visitor Information:

Ticketing	Admission charges for the ArtScience Museum are priced as follows:						
	Category	Price for admission to <i>Cartier Time Art + ArtScience</i> exhibition		Price for admission to <i>Titanic: The Artifact Exhibition + ArtScience</i> exhibition		Price for all-access ticket	
		Non-Singapore Resident	Singapore Resident	Non-Singapore Resident	Singapore Resident	Non-Singapore Resident	Singapore Resident
	Adult	\$15	\$13	\$24	\$20	\$28	\$24
	Senior (65 years old & above)	\$14	\$12	\$21	\$18	\$27	\$23
	Child (2-12 years old)	\$9	\$8	\$14	\$13	\$16	\$14
	Family of 4 people	-		-		\$80	\$80
	<p>Note:</p> <ul style="list-style-type: none"> • Prices are inclusive of museum admission, 7% GST and booking fee • Tickets can be purchased on the ArtScience Museum website www.marinabaysands.com/ArtScienceMuseum and all Marina Bay Sands box offices. • Singapore Citizens, Permanent Residents, and holders of Employment Pass, Work Permit, or Dependent's Pass must show valid proof of identity (ID) upon purchase, subject to one admission ticket per ID. • OCBC Bank is the Official Card of ArtScience Museum. Cardmembers enjoy 20% OFF museum admission across all categories of individual tickets* *Payment must be made with OCBC Credit or Debit Card. Offer is not valid with other promotions, discounts and privileges. 						
Opening Hours	<ul style="list-style-type: none"> • 10am to 10pm daily, including weekends and public holidays. Last entry into the ArtScience Museum is at 9.00pm. 						
Additional Information	<ul style="list-style-type: none"> • Audio Guides are in English and are available for rental at \$6 • Cartier Time Art catalogs are available for sale at the ArtScience Museum retail shop. 						



About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances, including world renowned Broadway shows. Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

About Cartier

Founded in 1847 in Paris, Cartier stands as one of the world's most esteemed and respectable companies in the luxury goods field. Today, the Maison is renowned worldwide for its high jewellery creations and watches, perfumes and prestige accessories - symbols of craftsmanship and elegance, quality and excellence. Over the years, Cartier has developed a whole range of luxury collections of high jewellery, watches, leather goods, fragrances and accessories. From the Trinity ring to the Love bracelet, the Santos de Cartier to the Tank watches, the figurative jewellery creations including the emblematic panther apparitions, Cartier is the reference for its design and savoir-faire and has been recognised as an invaluable pioneer for its creations, icons of rarity, style and craftsmanship. Throughout its history, Cartier has established and maintained ties with the art world to stimulate its own creativity, by developing special relationships with artists. Actively encouraging contemporary talents with the launch in 1984 of the Fondation Cartier pour l'art contemporain, Cartier has scaled up art sponsorship and cooperation programs. www.cartier.com

The Cartier Manufacture

At the Heart of Horological Design



The Cartier Manufacture, located at the heart of the Swiss watchmaking industry, in the La Chaux-de-Fonds in the canton of Neuchatel. Credits: Olivier Ziegler © Cartier

The Cartier Manufacture, located in La Chaux-de-Fonds, is a state-of-the-art center for the design and manufacture of Cartier timepieces. The Manufacture, with a total area of over 30,000 square meters, is a home not only to Cartier's design and manufacturing facilities, but also to its restoration department, which is capable of repairing and restoring any timepieces that the Maison has ever produced.

The Cartier Manufacture is organized around the "Made in Cartier" principles first implemented in 2005 as a way of establishing and nurturing communication between each department of the Manufacture. This organizational framework allows feedback from each area of specialization to direct the development of every timepiece at every stage. The creation of a new Cartier timepiece is thus a collaboration between Cartier's engineering, movement prototyping, design, customer service, and quality control teams, and the final goal is to produce a watch to the highest possible levels of accuracy and reliability, and to represent and extend the Maison's aesthetic tradition.

Appendix 1

The Cartier Collection

The Cartier Collection was formally founded in 1983, though it had unofficially come into being some ten years earlier. Today, the Cartier Collection consists of nearly 1,400 pieces, of which over 400 are timepieces. The sheer variety of the Collection – from chatelaine watches and pendant watches from the Maison’s earliest decades, to the radically styled *Crash* watch of the 1960s, to the exotic and rare “mystery” clocks which are still touchstones for Cartier’s distinctive design philosophy – attests to the importance watch- and clockmaking have in the Maison’s history.

Santos wristwatch

Cartier Paris, 1916

Platinum, gold, sapphire, leather strap

Cartier’s first true wristwatch – a timepiece made at the request of Alberto Santos Dumont, an aviation pioneer in both lighter-than-air aircraft and early airplanes, is said to have asked Louis Cartier to make a watch that could be worn on his wrist so that he would not have to remove his hands from the controls of his aircraft to check time. The watch made for him in 1904 as a unique piece was eventually sold, as from 1911, as the Santos-Dumont watch, which is identical to the original 1904 model.

Fausse Côte de Genève decoration, rhodium-plated, 8 adjustments, 18 jewels, Swiss lever escapement, bimetallic balance, Breguet balance spring.

3.44 cm x 2.47 cm (case)



Credits: Nick Welsh, Cartier Collection
© Cartier

Large *Portique* mystery clock

Cartier Paris, 1923

Gold, platinum, rock crystal, coral, onyx, enamel, rose-cut diamonds

Square, 8-day, double-barrel movement, gold-plated, 13 jewels, Swiss lever escapement, bimetallic balance, Breguet balance spring.

Transmission axle masked by a coral cabochon on a rock-crystal crossbar. Removable Billiken figure provides access to the movement. Arbor for winding movement and setting hands.

This clock was the first in a series of six in the form of a Shinto shrine “gate” (*portique*), all different and all created by Cartier between 1923 and 1925.

Sold to Mrs H.F. McCormick (Ganna Walska)

35.0 cm x 23.0 cm x 13.0 cm



Credits: Nick Welsh, Cartier Collection
© Cartier

Pocket watch with minute-repeater

Cartier Paris, 1927

Gold

Minute-repeater, split-seconds chronograph, 48-month perpetual calendar, lunar phases, rhodium-plated, 8 adjustments, 40 jewels, Swiss lever escapement, bimetallic balance, Breguet balance spring.

Diameter: 5.12 cm



Credits: Nick Welsh, Cartier Collection
© Cartier

Tortue wristwatch with minute-repeater

Cartier Paris, 1928

Gold, leather strap

Minute-repeater, Côtes de Genève decoration, rhodium-plated, 8 adjustments, 29 jewels, Swiss lever escapement, bimetallic balance, Breguet balance spring. This extremely rare watch houses one of the most sophisticated complications: the minute-repeater, which chimes the hours, quarter-hours and minutes when the repeating slide is activated.

2.99 cm x 3.27 cm (case)



Credits: Nick Welsh, Cartier Collection
© Cartier

The Fine Watchmaking Collection

The Cartier Fine Watchmaking Collection represents the most recent evolution of Cartier's horological heritage, and a continuation of a long tradition in both watch- and clockmaking at Cartier, a Maison that seeks to make the design of a timepiece an expression of that piece's mechanical integrity. With 13 movements and 36 references in the past 4 years, Cartier stands out as a true Maison with distinctive savoir faire in the watchmaking world.

Rotonde de Cartier Astorregulator

Calibre 9800 MC

The Calibre 9800 MC – a new movement that helps to counteract the effects of gravity on timing in vertical positions – can be discovered in the *Rotonde de Cartier Astorégulateur* watch. Necessitating almost five years of development in the Cartier Manufacture, where it was designed, developed, manufactured and assembled, this movement was also the subject of several patent applications. This new *grande complication* is a testament to Cartier's profound commitment to Fine Watchmaking.

Case: niobium-titanium on leather

Diameter: 50 mm

Crown: circular-grained in titanium or 18 carat white gold, set with a sapphire cabochon

Crystal: sapphire

Case back: sapphire crystal

Water-resistance: 30 metres / 100 feet / 3 bar

Dial: galvanic guilloché, slate-grey colour, silvered openwork grill with sunburst effect, black transferred Roman numerals

Hands: sword-shaped in blued steel

Strap: black alligator skin

Clasp: double adjustable folding in 18 carat gold

Limited series of 50 individually numbered timepieces

Calibre 9800 MC Astorégulateur

Movement: Manufacture self-winding mechanical, Calibre 9800 MC, hours, minutes, with escapement fitted on the oscillating weight to counteract the effects of gravity in vertical positions

Casing-up diameter: 15 ½ lines (35.2 mm)

Total diameter: 15 ¾ lines (35.8 mm)

Thickness: 10.1 mm

Number of jewels: 43

Number of parts: 281

Balance: 21,600 vibrations/hour

Power reserve: approx. 54 hours

Individually numbered movement



Credits: Laziz Hamani © Cartier

Cartier ID One concept watch

Cartier manufacture mechanical movement with automatic winding, without adjusting.

Pushing the level of ingenuity and research even further, Cartier will also be presenting the *Cartier ID One* watch in this exhibition, a concept timepiece that requires no adjusting. Manufactured and assembled according to an innovative design that combines cutting-edge materials and technology, this watch will never have to be adjusted throughout its entire lifecycle.

Niobium-titanium 46 mm case, fabric strap, adjustable folding clasp in 18-carat white gold - Sapphire crystal and caseback - Self-winding mechanical Manufacture Cartier movement, requiring no adjustment - Diameter: 16 ½ lines (36.8 mm) - Thickness: 6.12 mm - Number of jewels: 17 - Number of pieces: 177 - Anchor and anchor wheel: carbon crystal, without jewel pallet-stones - Double-barrel with around - 52 hours power reserve - Main plate coated with ADLC (Amorphous Diamond-Like Carbon) and decorated with Côtes de Genève.

This concept watch is not made to be commercialised.



Credits: © joelvonallmen.com

Biography of Mr. Tokujin Yoshioka

Designer of Cartier Time Art Exhibition

Born in 1967. Established his own studio, Tokujin Yoshioka Design in 2000.

He has done many projects with Issey Miyake for nearly 20 years such as shop design and installation, also has collaborated with various leading companies such as Cartier, BMW, MOROSO, TOYOTA, LEXUS. Especially his installation works have been highly evaluated as art works simply more than design works.



Also, he has designed the paper chair “Honey-pop” (2001), Driade’s “Tokyo-pop” (2002), Yamagiwa’s lighting “ToFU” (2000), cell phone “MEDIA SKIN” (2005), and “X-RAY (2010)” for au design project, the flagship store of SWAROVSKI in Tokyo (2008), chandelier “STARDUST” (2005) for SWAROVSKI Crystal Palace, polyester chair “PANE Chair” (2006), and “VENUS – Natural crystal chair” (2008). Since 2002, Yoshioka has been working on optical glass projects including “Water block”, which is installed in the Musée d’Orsay

In 2009, with Cartier, one of the most important jewelers in the world, Tokujin has given a direction to the special exhibition of their precious archives, which Cartier created from their foundation since 1847.

Some of his most important works are displayed as a part of permanent collections in the world’s well-known museums such as Museum of Modern Art (MoMA) in New York, Centre National d’Art et de Culture Georges Pompidou, Victoria and Albert Museum, Cooper Hewitt National Design Museum and Vitra Design Museum.

Awards

- 2002 Mainichi Design Award, 2001
- 2007 Cultural Affairs Section of Government of Japan, Encourage Prize, 2006
Good Design Award
Design Miami, Designer of the Year, 2007
- 2008 Wallpaper Design Awards
Design for Asia Award (DFA Award)
- 2009 Elle Deco International Design Awards (EDIDA)/ Designer of the Year
- 2010 TOKYO Design & Art ENVIRONMENTAL AWARDS / Artist of the Year 2010
- 2011 A&W Architektur & Wohnen/Designer of the Year 2011

Selected as one of “100 Japanese respected by the world” in Newsweek magazine of Japanese edition.

In 2009, Tokujin presented a new book “Invisible Forms”, in which he gives away his own design theory. In 2010, his portfolio book “TOKUJIN YOSHIOKA” is published from Rizzoli International. <http://www.tokujin.com/>