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ART JOURNEY COLLECTION

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THE SWATCH ART JOURNEY BRINGS MASTERPIECES TO OUR WRISTS

Taking icons from artists' studios and museum walls to the daily life worldwide.

People never forget the first time they stood in front of one of the world's most famous artworks; that feeling of a new world opening and creative sparks flying. Exciting things happen when art and the world of Swatch collide, and from the get-go, Swatch has found fresh ways to bring more art to people's lives.

2023 marks the next chapter of the Swatch Art Journey, going big with five capsule collections released from mid-March to May. The entire range is like an adventure through different moments in art history, from Botticelli to Lichtenstein, and it couldn't be any more signature Swatch if it tried with unexpected details.

Swatch recreates a whopping ten masterpieces in its signature GENT, NEW GENT, and playfully provocative style: all designed to celebrate artists who were unafraid to try new things.

The Swatch Art Journey Collection will be available as of March 16th, followed by another release that will be unveiled at a later stage.

Swatch x MoMA

celebrates Pop Art and marks the 100th anniversary of Roy Lichtenstein's birth.

Swatch x Magritte

presents tributes to the surrealist artist in his 125th birth anniversary.

Swatch x LE GALLERIE DEGLI UFFIZI

celebrates nature and femininity through the eyes and art of Renaissance supremo maestro Sandro Botticelli.

Swatch x LOUVRE ABU DHABI

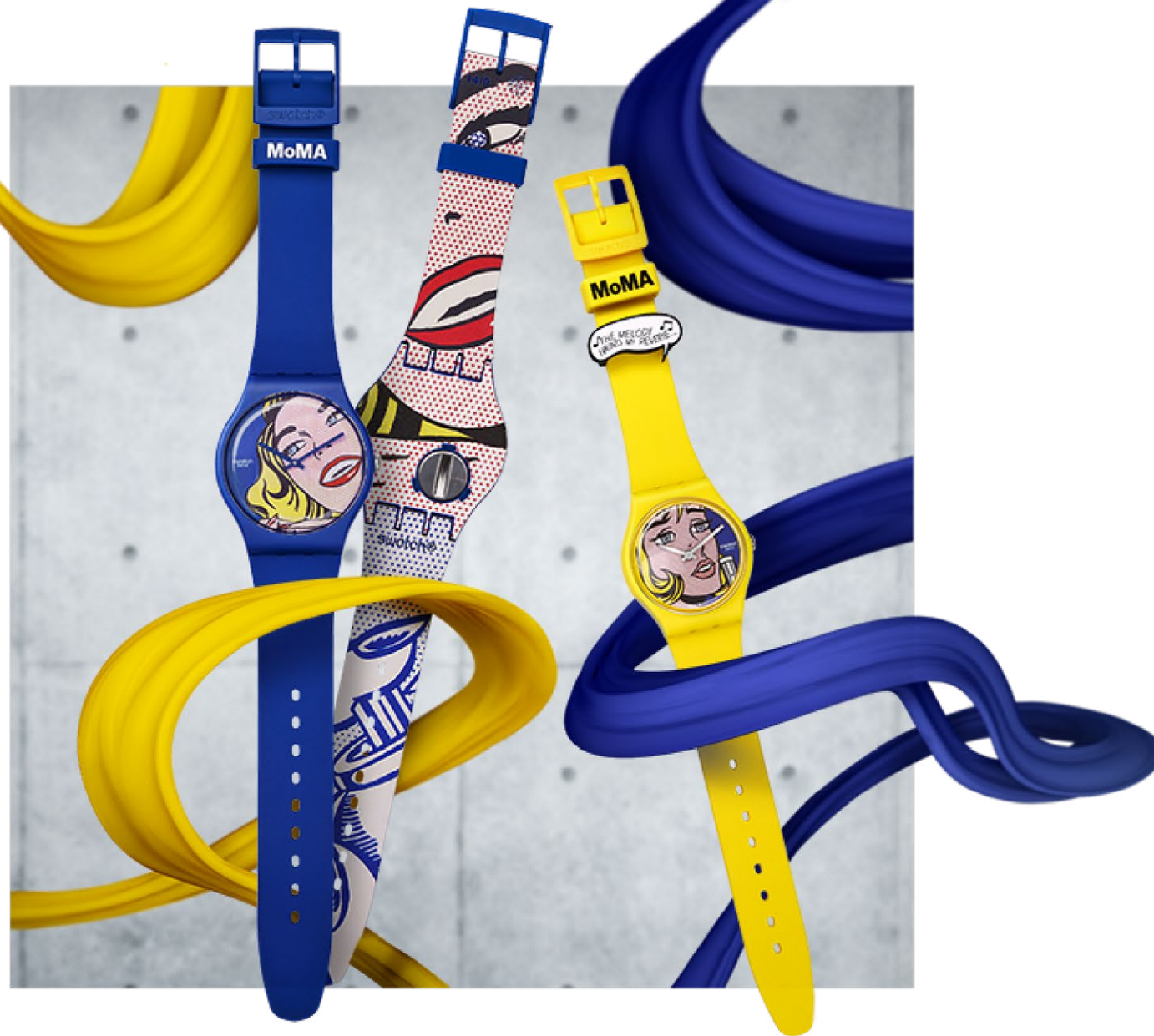
unites the energy of 'The Great Wave Off Kanagawa' by Hokusai with a majestic 'Astrolabe'.

The Swatch love affair with art started in 1985 with the first of a long line of Art Special watches. Always looking for new ways to democratise the art world, Swatch joined forces with the world-famous museums to recreate some of their most powerful artworks as part of a new Museum Journey series.

Rijksmuseum in Amsterdam (2018) and Thyssen-Bornemisza Museum in Madrid (2018) were the first venues to open their doors to Swatch, swiftly followed by the Musée du Louvre in Paris (2019), MoMA in New York (2021), and Centre Pompidou in Paris (2022).

#SwatchArtJourney
#Swatch





ABOUT THE MUSEUM OF MODERN ART

Founded in 1929 by three progressive women under an educational charter, The Museum of Modern Art connects people from around the world to the art of our time.

MoMA aspires to be a catalyst for experimentation, learning, and creativity, a gathering place for all, and a home for artists and their ideas. MoMA realizes its mission by establishing, caring for, and presenting a dynamic collection of the highest order that reflects the vitality and complexity of modern and contemporary art; by welcoming millions of people every year to explore its exhibitions and participate in onsite and online programs; by sustaining a library, archives, and conservation laboratory that are recognized as international centers of research; and by supporting innovative scholarship and publications.

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MoMA

**Celebrating the
100th anniversary of pop artist
Roy Lichtenstein's birth.**

Pop art fans rejoice!

Swatch has once again teamed up with MoMA, this time to honour legendary American pop artist Roy Lichtenstein.

Two vibrant watches featuring artwork from MoMA's collection blend his unique, comic-style art and single-color Benday dots with the playfulness and creativity of Swatch.

The two Swatch x MoMA watches will be available in Swatch stores, on Swatch.com, at MoMA Design Stores and store.moma.org from March 16, 2023.



GIRL
by ROY LICHTENSTEIN,
THE WATCH

REVERIE
by ROY LICHTENSTEIN,
THE WATCH



“We’re pleased to collaborate with Swatch once again with these wonderful watches that celebrate Roy Lichtenstein, whose work is well represented in MoMA’s collection, and the 100th anniversary of the artist’s birth.”

Robin Sayetta
Director of Business Development for MoMA





REVERIE by ROY LICHTENSTEIN, THE WATCH

Lichtenstein's early enthusiasm for jazz music provided inspiration for a number of his iconic works, including Reverie (1965).

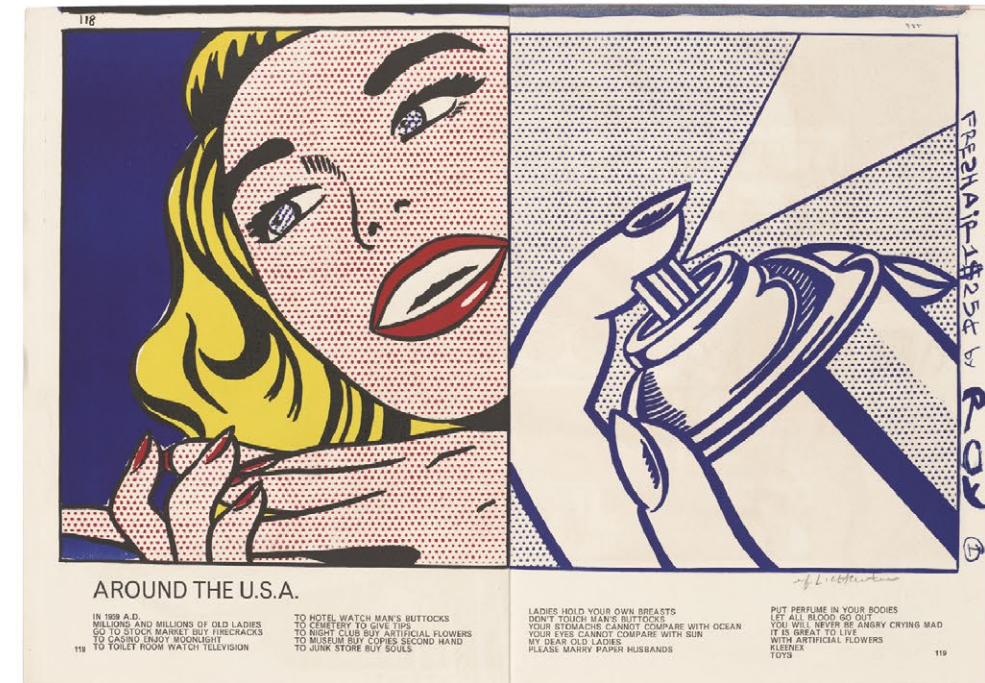
The famous text on the artwork "The melody haunts my reverie" is on the speech bubble loop, while the canary yellow strap echoes the woman's blonde hair.



GIRL by ROY LICHTENSTEIN, THE WATCH

Lichtenstein's flair for innovation led him to design a rotating easel and his famous Benday technique that is on the reverse of this watch strap.

The power of a smile is mesmerizing, and Swatch reproduces the famous artwork Girl (1963), with the blonde woman taking center stage.



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Magritte

Honouring the 125th birth anniversary of surrealist artist René Magritte.

Surrealist painter René Magritte is known for his dreamlike, imaginative aesthetic and evocative symbols (the bowler hat and pipes, to name a few).

To mark the 125-year anniversary of the artist's birth, two watches take his most famous paintings and translate them into wearable art for the wrist.

The two Swatch x Magritte watches will be available in Swatch stores and on Swatch.com from March 16, 2023.



ABOUT THE FOUNDATION MAGRITTE

The Fondation Magritte, established by Charly Herscovici and a number of others who appreciate the work of René Magritte, came into being on 5 February 1998 in Brussels. It is a non-profit-making organisation whose aim is to safeguard the oeuvre and reputation of René Magritte.

It monitors the presence of both the artist and his work throughout Belgium and the rest of the world.



LE FILS DE L'HOMME
by RENÉ MAGRITTE

LA TRAHISON DES IMAGES
by RENÉ MAGRITTE



“Ma pensée s’est posée ici au
bord du rêve. Merci Swatch.”

“My thought landed here on
the edge of a dream. Thank
you Swatch.”

Charly Herscovici
La Fondation Magritte





LE FILS DE L'HOMME by RENÉ MAGRITTE

Fun fact, some say that Magritte's most famous works were self-portraits, including the 1964 painting 'The Son of Man', which depicts the face of its bowler-hatted subject obscured by a hovering green apple.

"Ceci est une Swatch avec une pomme" is written on the strap — a playful reference to the artist's famous quotation "Ceci n'est pas une pipe."



LA TRAHISON DES IMAGES by RENÉ MAGRITTE

Wordplay was as important to Magritte as images, and his 1929 'The Treachery of Images' is one of the famous examples. "Ceci est une Swatch" and the original artwork's "Ceci n'est pas une pipe" is detailed on the strap.

The playful packaging makes the whole experience a real surrealist one, bridging into Dada, and so totally Swatch.





ABOUT THE GALLERIE DEGLI UFFIZI

The Gallerie degli Uffizi represents one of the most important museum complexes of the world. They consist of four museums. The Uffizi Gallery gathers outstanding collections of ancient sculptures and paintings (from the Middle Ages to the Modern period) and include the world-renowned masterpieces by Botticelli, Leonardo da Vinci, Michelangelo, Raphael, Caravaggio and many others. Realized by Giorgio Vasari for Grand Duke Cosimo I de' Medici in the 16th century, the Vasari Corridor links the Uffizi with Pitti Palace and is an exceptional aerial corridor unique in the world.

In no other cities of old Europe one can find anything similar. Pitti Palace has been the private abode of rulers from the Renaissance to the 20th century. The Boboli Gardens are one of the most beautiful examples of Italian-style garden, where nature, art, science and alchemy meet.

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 **LE GALLERIE
DEGLI UFFIZI**

Remastering Sandro Botticelli's Renaissance art.

The renowned Le Gallerie degli Uffizi, known by its rich collection of Renaissance masterpieces, may house both the 'Allegory of Spring' and 'The Birth of Venus' by the one and only Sandro Botticelli in the same room, but now people can wear both on their wrists!

The two Swatch x LE GALLERIE DEGLI UFFIZI watches will be available in Swatch stores and on Swatch.com from April 13, 2023.



ALLEGORIA DELLA PRIMAVERA
by SANDRO BOTTICELLI

NASCITA DI VENERE
by SANDRO BOTTICELLI



“Now visitors and arts enthusiasts can relate even more closely to some of our most iconic artworks, carrying them on their wrists and reminding us all that whatever time it may be, it’s always Uffizi time.”

Cristian Spadoni
Digital Strategies Assistant of the
GALLERIE DEGLI UFFIZI





ALLEGORIA DELLA PRIMAVERA by SANDRO BOTTICELLI

Nature was a great source of rich inspiration for the Italian, his painting 'Allegoria della Primavera,' or 'Allegory of Spring' features at least 138 different species of plants, some of which appear on this Swatch.

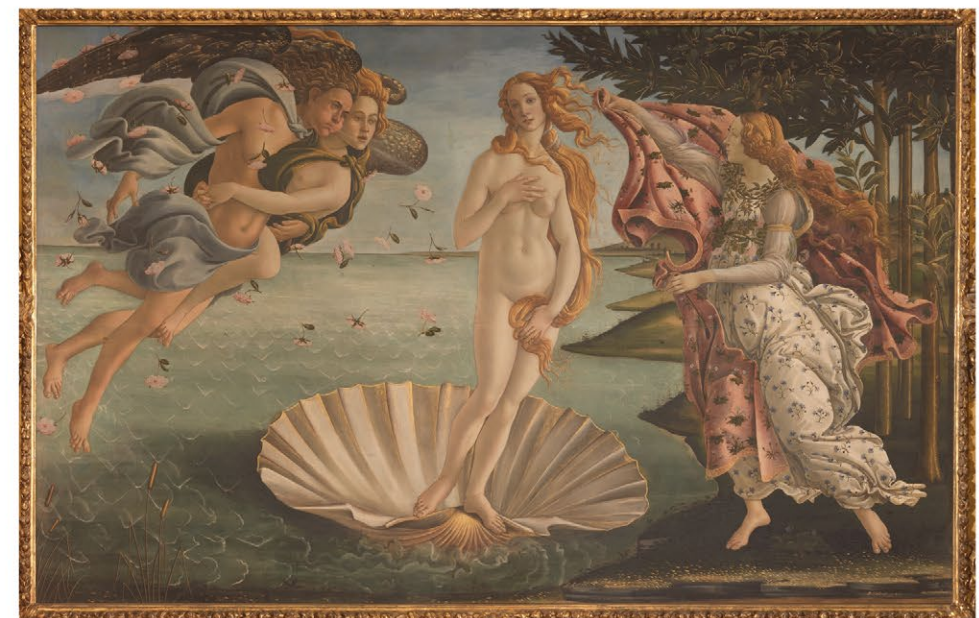
The strap features Flora, goddess of flowers, adorned with cornflowers, wild strawberries, violets, and myrtle, among the citrus trees — a timeless tribute to nature and beauty.



NASCITA DI VENERE by SANDRO BOTTICELLI

Designed to be hung above the marital bed, 'The Birth of Venus' (circa 1486) was so controversial it was kept behind closed doors for half a century! Swatch reproduces the texture of the original painting in amazing quality.

On the dial are the gods of winds, Zephyr and breeze, Aura who gently drive Venus towards the shore — her unmistakably beautiful face and pink roses cover the strap.





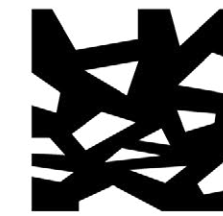
ABOUT LOUVRE ABU DHABI

Created by an exceptional agreement between the governments of Abu Dhabi and France, Louvre Abu Dhabi was designed by Jean Nouvel and opened on Saadiyat Island in November 2017. The museum is inspired by traditional Islamic architecture and its monumental dome creates a rain of light effect and a unique social space that brings people together.

Louvre Abu Dhabi celebrates the universal creativity of mankind and invites audiences to see humanity in a new light. Through its innovative curatorial approach, the museum focuses on building understanding across cultures: through stories of human creativity that transcend civilisations, geographies and times.

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اللو فر أبو ظبي
LOUVRE ABU DHABI

**Hokusai meets Astrolabe:
one watch unites the work of two
epochs and two masters.**

In an unprecedented collaboration with the Louvre Abu Dhabi, Swatch releases one eye-catching watch where two worlds unite: the powerful and iconic Japanese artwork by Katsushika Hokusai and the renowned sophisticated Astrolabe artifact by Muhammad ibn Ahmad al-Battûî.

The Swatch x LOUVRE ABU DHABI watch will be available in Swatch stores and on Swatch.com from April 13, 2023.



THE GREAT WAVE OFF KANAGAWA
by KATSUSHIKA HOKUSAI & THE ASTROLABE

“We are pleased to be partnering with Swatch to launch a Louvre Abu Dhabi watch as part of their exclusive Swatch Art Journey collection. These series of watches are truly outstanding as they are inspired by artworks from museums around the world, and are testament to the limitless potential of art.

For Louvre Abu Dhabi’s watch, we selected two artworks from our growing permanent collection, *The Great Wave off Kanagawa* by Katsushika Hokusai (1831) and an *Astrolabe* by Muhammad ibn Ahmad Al-Battuti (1726–1727).

As the first universal museum in the Arab world, we have always remained committed to sharing arts and culture with the world, and with Swatch’s ingenious, together, we have been able to showcase art reimagined through these unique timepieces — bringing art even closer to people each day.”

Manuel Rabaté
Louvre Abu Dhabi Director



THE GREAT WAVE OFF KANAGAWA BY KATSUSHIKA HOKUSAI & THE ASTROLABE

Hokusai goes to show that creativity has no deadline, as he was 60 years old when he designed his most famous print 'Under the Wave off Kanagawa,' part of the iconic Japanese series 'Thirty-six Views of Mount Fuji.'

The challenging willingness of men to explore the oceans and infinity, to be face to face with the power of nature, water and the night sky envelop this Swatch in Prussian blue tones that comes straight from Hokusai's artwork.

On the dial and front side of the watch strap is a close-up image of the cresting wave that cleverly plays with perspective to make Japan's grandest mountain appear as a small triangular mound within its hollow. The underside depicts elements from Astrolabe, a marvel of mankind, flat projection of a night sky used to help calculate the position of the stars and determine the exact time of day.





ABOUT SWATCH

Positive provocation and joie de vivre made in Switzerland: since its founding in 1983, Swatch has shaken up the watch industry. Thanks to its striking designs which always reflect the zeitgeist, Swatch remains one of the leading watch manufacturers and the most sought-after brands in the world – and has always stayed true to itself. The company surprises again and again, whether it be with regularly released new models or special collections. The revolutionary way in which Swatch thinks and acts has always been evident with its early involvement in action sports, such as BMX, longboarding and surfing. The Swatch Art Peace Hotel in Shanghai embodies the brand's love of art and brings together artists from around the world.

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