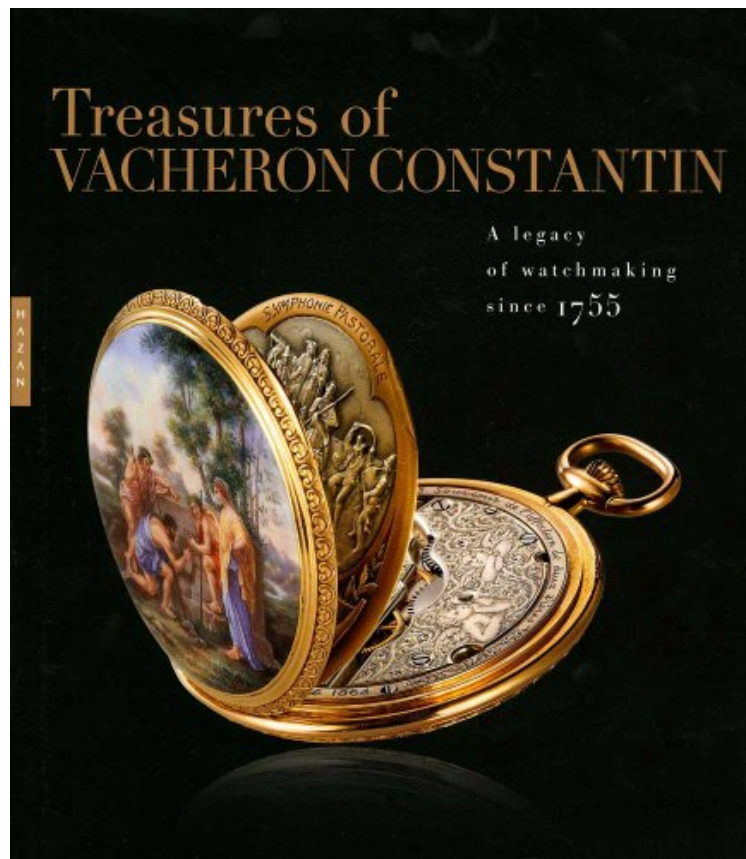


## Treasures of Vacheron Constantin: A Legacy of Watchmaking since 1755

Julien Marchenoir

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**Julien Marchenoir : Treasures of Vacheron Constantin: A Legacy of Watchmaking since 1755** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Treasures of Vacheron Constantin: A Legacy of Watchmaking since 1755:

3 of 3 people found the following review helpful. An Underappreciated Brand of Swiss Luxury Watches By Fortunat Mueller-maerki An Underappreciated Brand of Swiss Luxury Watches Book review Treasures of Vacheron Constantin - A Legacy of Watchmaking since 1755 [Catalog of the 2011 eponymous temporary exhibit at the National Museum of Singapore], by Hairani Hassan-Joshi (Curator) and Julien Marchenoir (Catalog). Published 2011 Editions Hazan, Paris; distributed by Yale University Press, New Haven and London. ISBN 978-0-300-17856-1. 212 pages, hardcover, dust jacket, 28cm x 24 cm. Over 300 high-resolution color images. Available through .com. The Geneva based watch manufacture of Vacheron Constantin has been continuously making high grade, beautiful watches since 1755 so one would expect horological collectors to be quite knowledgeable about its history and product line. But while most horological enthusiasts have a vague familiarity with the brand, and know it has a high reputation few could cite specific examples. It seems that Vacheron has concentrated on making great timekeepers rather than relentlessly

beating the public relations drum. But in the summer of 2011 they showed a small selection of the best watches they produced over the centuries for two months at a gorgeous exhibit at the National Museum of Singapore. For all those of us who missed the show, thankfully the exhibit was documented in a comprehensive and well produced published catalog. On first sight the book may appear as just one more 'coffee table picture book' of beautiful watches, but because this was a thoughtfully put together exhibit, in reality its catalog became a thorough and interesting pictorial history of the brand, equally captivating to neophytes and serious students of horological history. The bulk of the book (pages 39 to 211) is the catalog proper, structured like the exhibit into two times four chapters: Four dedicated to functional aspects of timekeepers (Timekeeping, Complications, Specific Needs, Design), and four focusing on specialized watch decorator trades: the Engraver (the artisan of matter), the Guillocheur (the artisan of relief), the Jeweler (the artisan of light), and the Enamaler (the artisan of color). Each chapter has only one page of text, the rest is just images with their short descriptive captions. 158 watches are shown on, typically one, but sometimes two to a page. Mostly there is only one image per watch, but sometimes as many as three or four, but movements are very rarely shown. Images are reproduced at 100 to 200% of the size of the objects. The short image captions provide exact dimensions, caliber information, year of manufacturing and a few words on technical details or artistic details. The experience of browsing the book is very much like visiting a well labeled, well lighted museum exhibition of fine watches. The 37 pages preceding the catalog itself include a few short essays on the firm's history and the history of watchmaking in the city of Geneva. This reviewer would have loved to visit this exhibit in Singapore (and hopes it will be restaged elsewhere later) but feels that owning the book must closely emulate the live experience. The quality of the photography and of the printing is superb. This book is a good value and it appears as if the brand has subsidized the publication to make it affordable. All too often the prestigious watch brands use lots of fancy words to hype their products, and it is refreshing to see Vacheron Constantin let its horological masterworks speak for themselves. *Fortunate Mueller-Maerki, Sussex NJ February 2012* of 0 people found the following review helpful. *Lovely book* By Richard M. A lush tour through the history of this venerable watch-making firm. This volume is handsome and informative.

This sumptuous book brings to life the rich past and the landmark creations of one of the world's great watchmakers. Founded in the Swiss city of Geneva in 1755 by the gifted craftsman and businessman Jean-Marc Vacheron, Vacheron Constantin is the oldest watch manufacturer in the world with an uninterrupted history. Its phenomenal rise to an international reputation of the highest standing in turn throws light on the global success of the great Swiss watchmaking tradition. The book traces the principal milestones in the company's history: its founding during the Age of Enlightenment; the successive generations of the Vacheron family; the association in 1819 with François Constantin, who opened up the North American market to the company; the transformational relationship with the inventor Georges-Auguste Leschot; and the company's subsequent international recognition and expansion. Through an array of glorious illustrations, it presents Vacheron Constantin's historical collections, while highlighting the creations of the craftsmen who contribute to the technical excellence of its timepieces—the master-watchmakers—and the artisans who transform them into genuine objets d'art—the master engravers, guillocheurs, jewelers and enamellers.

"This sumptuous book brings to life the rich past and the landmark creations of one of the world's great watchmakers."—Antiques and Fine Art