

FRANCOIS CORDEY

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KNOW HOW AND SERVICES

- analyse
- budgetary study
- project management
- art buyer
- creation
- art direction
- supplier management
- production follow-up
- quality control

PEOPLE
DON'T BUY
WHAT
YOU DO;
THEY BUY
WHY YOU
DO IT

SIMON SINEK, AUTHOR



The incredible coral gardens of the Red Sea off the coast of Eritrea. © Steve Delaney/Photography

MISSION PARTNER OF
NATIONAL GEOGRAPHIC
Prime Sea Explorers



Prime Sea leader Dr. Janet Falkenberg diving along the Red Sea coast. © Steve Delaney/Photography

HELP PROTECT THE OCEAN

PRISTINE SEAS

Blancpain has been a forerunner in the support of the Prime Sea project and was the first organization to contribute to it. This pioneering support has helped the program to grow as it aims to become one of the world's leading ocean conservation initiatives. Led by National Geographic Explorer-in-Residence Dr. Janet Falkenberg, the Prime Sea expedition is dedicated to exploring the pristine seas remaining truly unspoiled, wild ocean areas on earth. The expedition seeks and films these areas in part of the larger effort to educate the public and governments on the value and uniqueness of these ecosystems and to support governmental pledges to protect them. The program has already helped protect areas in the United States, Chile, Cuba, Brazil and Costa Rica, covering more than 14,000 square kilometers (over 5,400 square miles) and making the largest marine sanctuary in the world which was recently set aside in the United States. These protected areas represent important baselines in the understanding of the true magnitude of human impacts on our life, the evaluation of the efficacy of management and conservation actions, and represent an important step toward improving the condition of the oceans to be inherited by future generations.



Blancpain's iconic 1165 watch, the first automatic chronograph with a date window, was the first watch to be used by a diver. © Blancpain



The original 1165 watch, the first automatic chronograph with a date window.

BIRTH OF A LEGEND

THE FIFTY FATHOMS

Driven by its pioneering spirit since its founding in 1735, Blancpain's historic connection with diving extends back more than half a century to 1953, with the development of the world's first modern diving watch, the Fifty Fathoms. This new vision inspired the birth of a brand icon, that of the sea-diver's watch. Blancpain's then CEO, Jean-François Blancpain, said: "Blancpain has been an

experiences and passion for diving, and also that of the newly formed French combat diving corps, led by Captain Robert "Bob" Malouin and Lieutenant Claude Biffaut. The idea and concept were born that day in the French Navy. After being written for the entire military environment.

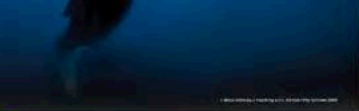


OCEAN COMMITMENT

GLOBAL CONCEPT

In recognition of its three-fold role—diving and its direct team and the heritage of the Fifty Fathoms, Blancpain is committed to the cause of ocean preservation and protection. The cause Blancpain believes that lacking of environmental protection depends upon an informed public. Blancpain has worked to raise awareness of these issues through support of important scientific projects, ocean education

initiatives, underwater photography, environmental forestry, public events, major public events and a dedicated web site. Blancpain efforts in all of these areas are supported globally by the Blancpain Ocean Commitment. Committed to all these activities, Blancpain has released a new limited edition timepiece, the Ocean Commitment Bathyscaph Chronograph Flyback.



The Rainbow Fish Project's research station, the first of its kind, is a floating laboratory for marine research. © Rainbow Fish Project

Blancpain and Rainbow Fish have teamed up to support the project's research station, the first of its kind, in the Pacific Ocean. © Rainbow Fish Project

SUPPORT INNOVATION

RAINBOW FISH PROJECT

The Rainbow Fish Project works to explore the deepest portions of the sea with the observation of a manned submersible capable of plunging to the extreme depth of 11,000 meters. As supported by the Rainbow Fish Project and inspired by its technology of advanced diving, Blancpain has joined with the Chinese State Oceanic Administration in supporting the Rainbow Fish Project.

includes a weather strip, three linear drives, an unbalanced rotor, and a moment indicator, regarded with the world's best computer use of artificial intelligence backing systems. Recognizing the importance of the project and inspired by its technology of advanced diving, Blancpain has joined with the Chinese State Oceanic Administration in supporting the Rainbow Fish Project.



Support Blancpain's 500th Anniversary celebration by diving to explore the unknown depths of the deep-sea ecosystem. © Laurent Baillet-Latou

A member of Laurent Baillet-Latou's expedition team, diving in the deep-sea ecosystem. © Laurent Baillet-Latou

EXPLORE DEEP ECOSYSTEMS

LAURENT BAILLET-LATOU

Laurent Baillet-Latou is a marine scientist, a distinguished underwater photographer and a diver to the extreme (up to 1,000 meters). His efforts to protect the deep-sea ecosystem have resulted in his participation in various expeditions through his Comex-Projets which have been concerned to advance the public's comprehension of the deep-sea ecosystem. Comex-Projets has been the first time the equipment of the submersible is used to explore the greater ecological field of the deep-sea ecosystem in a particular manner which is directly related to the real life forms which inhabit the sea to observe fully the behaviors of the organisms.

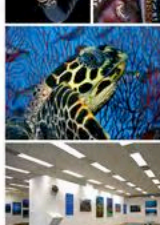
specifically adapted scientific protocols and dives to the extreme (up to 1,000 meters). His efforts to protect the deep-sea ecosystem have resulted in his participation in various expeditions through his Comex-Projets which have been concerned to advance the public's comprehension of the deep-sea ecosystem. Comex-Projets has been the first time the equipment of the submersible is used to explore the greater ecological field of the deep-sea ecosystem in a particular manner which is directly related to the real life forms which inhabit the sea to observe fully the behaviors of the organisms.



TRANSMIT OUR PASSION

EDITION FIFTY FATHOMS

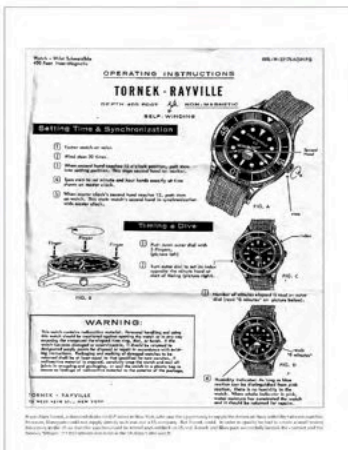
To share its passion for diving, exploration and preservation of the world's oceans, Blancpain collaborated with leading marine photographers to produce a collection of stunning images. The result, "Edition Fifty Fathoms," is an annual limited edition publication launched in 2006 which presents four underwater photography portfolios. From the end of advancing the battle on the beauty and wonders of the ocean, Blancpain sponsored "Edition Fifty Fathoms," a limited edition photographic portfolio at the United Nations in New York which was a key part of the celebration of World Ocean Day 2010. The edition, featuring photographs by Laurent Baillet-Latou, Blancpain's then CEO, and other photographers, as well as images and videos from the Prime Sea and Comex-Projets, was visited by more than 100,000 people.



Support Blancpain's 500th Anniversary celebration by diving to explore the unknown depths of the deep-sea ecosystem. © Laurent Baillet-Latou



FULL FATHOM FIVE: THY FATHER LIES, OF HIS BONES ARE CORAL MADE. THOSE ARE PEARLS THAT WERE HIS EYES. NOTHING OF HIM THAT DOOTH REMAIN, BUT DOOTH SUPPER A SEA-CHANGE INTO SOMETHING RICH AND STRANGE. SEA-NYMPHS HOURLY RING HIS KNELL, DING-DONG, HARD NOW HEAR THEM—DING-DONG, BELL.



Blancpain is a proud sponsor of National Geographic's Prime Sea Expedition, a groundbreaking project that explores the deepest portions of the ocean's vast and unexplored depths. This mission will help us better understand the world's most mysterious and unexplored depths.





Having participated in 21 Olympic Games since Los Angeles 1928, we are now training for the Olympic Games of

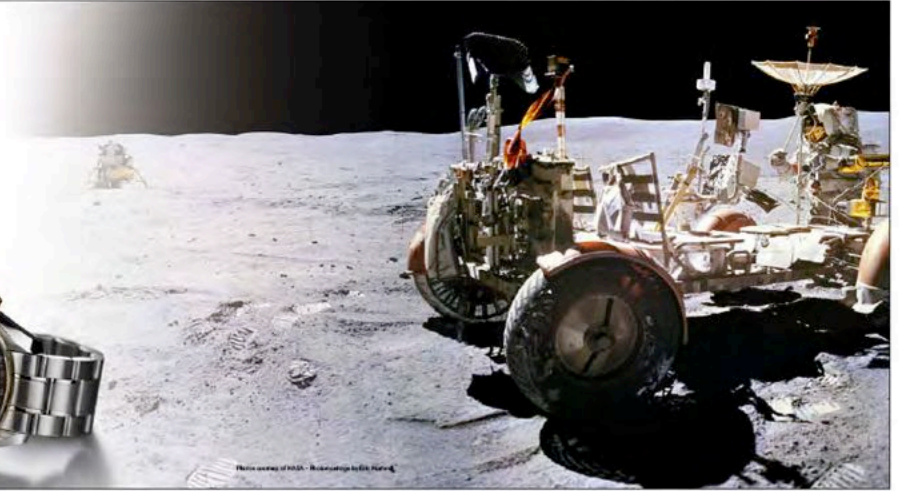
TORINO 2006, BEIJING 2008 AND VANCOUVER 2010

Apollo 15

The Apollo 15 was the second largest of all the Apollo space missions, taking 12 days, 17 hours and 12 minutes, and the first to use the Lunar Rover Falcon, a car-like vehicle which carried scientific instruments for deployment on the Moon giving the astronauts extended range for exploration.

Since it was originally launched the Speedmaster has secured a truly illustrious reputation as an invaluable partner in the field of space exploration.

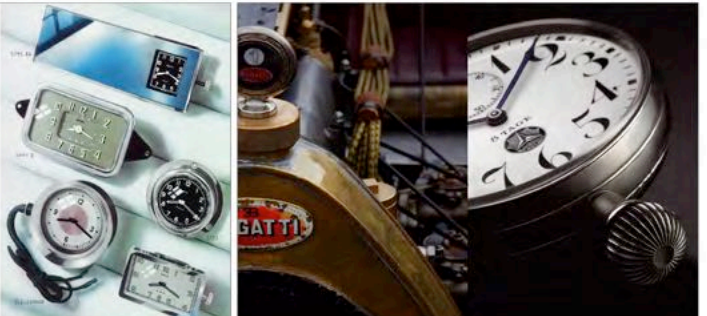
To commemorate the 35th anniversary of the Apollo 15 mission, Omega has produced a Limited Edition model of 1971 timepieces. This exclusive Moonwatch retains the traditional characteristics of the Speedmaster Professional chronograph, with the addition of the Apollo 15 patch etched on the case back.



«LA MONTRE DE PLONGEE C'EST TOUT UN SYMBOLE. SANS ELLE, NOUS NE SERIONS PROBABLEMENT PAS LA, ENSEMBLE. NOUS N'AURIONS JAMAIS EU L'OCCASION DE NOUS RENCONTRER. DE NOUS ASSOIR A CETTE TABLE.»

Refined in Grenchen, France. La plongeuse marine et l'horlogerie suisse ont été créées en 1953. En 1954, Omega lance la première montre de plongée. Depuis lors, le site de Neuchâtel en France. Un site renommé pour ses horloges de précision.

"This diving watch is a symbol. Without this watch, we probably would not be here together today. We would never have had the opportunity to meet, or to together at this table."
Richard and Genevieve Blakey. The first divorce and the former marriage of Richard and Genevieve Blakey in 1967. On the anniversary of the divorce, they met at a restaurant in Paris.





LA MONTRE DE POCHE

La Montre de Poche est un modèle historique perpétuel et est devenue la Jaquet Droz véritablement célèbre, célèbre parce que son design est le même. Ce modèle, introduit en 1765, incarne les lignes et les valeurs esthétiques de son époque - la Grande Sécularisation - dans la beauté éternelle de la mécanique de la montre. Réalisé en Métal Blanc de 18 carats, la Montre de Poche Jaquet Droz, avec son cadran en laiton Grand Feu, invite au luxe, au raffinement et à la précision de son design de montre de poche, véritable philosophie d'horlogerie de la ville de La Chaux-de-Fonds.

La Montre de Poche Grand Feu

La Montre de Poche Métal Blanc

MAJESTIC : BEIJING

En 1787, sous le règne de l'empereur Qianlong, le maître horloger de La Chaux-de-Fonds, Pierre Jaquet Droz, crée la Montre Majestic, une montre de poche qui incarne l'élégance et la précision de son époque. Réalisée en Métal Blanc de 18 carats, la Montre Majestic, avec son cadran en laiton Grand Feu, invite au luxe, au raffinement et à la précision de son design de montre de poche, véritable philosophie d'horlogerie de la ville de La Chaux-de-Fonds.

URBAN : LONDON

Quand Pierre Jaquet Droz crée son célèbre modèle d'horlogerie à Londres en 1774, il découvre un lieu unique et inspirateur en sa ville, la capitale anglaise. Au cours des siècles, la Montre de Poche Jaquet Droz incarne l'élégance et la précision de son époque. Réalisée en Métal Blanc de 18 carats, la Montre de Poche Jaquet Droz, avec son cadran en laiton Grand Feu, invite au luxe, au raffinement et à la précision de son design de montre de poche, véritable philosophie d'horlogerie de la ville de La Chaux-de-Fonds.

L'ÉCLIPSE ET LES LUNES

C'est l'élégance et la précision qui ont permis à la Montre de Poche Jaquet Droz de devenir un modèle historique. Réalisée en Métal Blanc de 18 carats, la Montre de Poche Jaquet Droz, avec son cadran en laiton Grand Feu, invite au luxe, au raffinement et à la précision de son design de montre de poche, véritable philosophie d'horlogerie de la ville de La Chaux-de-Fonds.

LES ARTISANS DU SAVOIR

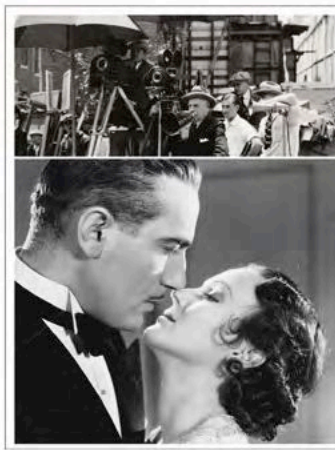

Chaque Montre de Poche Jaquet Droz est une œuvre d'art. Elle est réalisée par des artisans du savoir, qui ont transmis leur savoir-faire de génération en génération. Réalisée en Métal Blanc de 18 carats, la Montre de Poche Jaquet Droz, avec son cadran en laiton Grand Feu, invite au luxe, au raffinement et à la précision de son design de montre de poche, véritable philosophie d'horlogerie de la ville de La Chaux-de-Fonds.

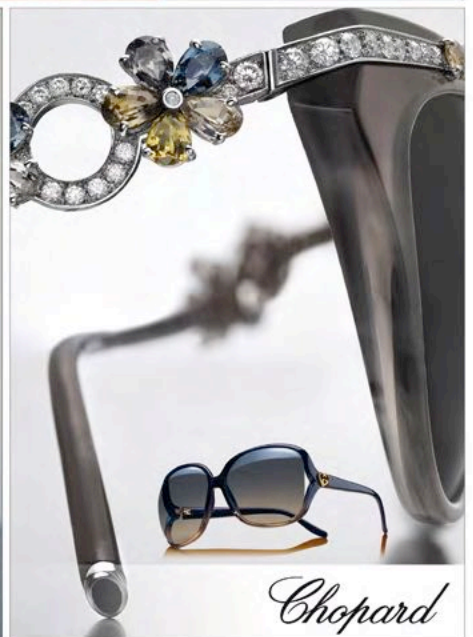
LA MONTRE DE POCHE



A
TRIBUTE
TO
1950s
HEROINES

*In a nod to the Tiffins franchise that the La Strada returns
in a new variation that is more voluptuous than ever.*





BOIS DE ROSE COMPLEX
RIVERSIDE MONT FLEURI
VICTORIA CITY
EDEN ISLAND
PRASLIN

Ou Vayon, Nou Pasyon

VISION CARE
YOUR VISION, OUR PASSION

BLACKFIN / DOLOE AND SABANA / ETHIA / FENDI / GUCCI / JIMMY CHOO / KALEOS
LINDBERG / MARC JACOBS / MARKUS T / MAUI JIM / MICHAEL KORS / MOLLERUS
MYKITA / OAKLEY / PERSOL / RAY BAN

CONCEPT AND DESIGN: EC-SIGNCOMMUNICATION AG

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CONCEPT AND DESIGN: EC-SIGNCOMMUNICATION AG

** whenever you invest in any luxury
branded frame, you will receive
a free essilor anti-reflex coating
on your lenses.*

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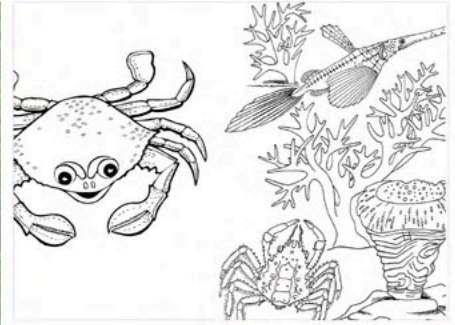
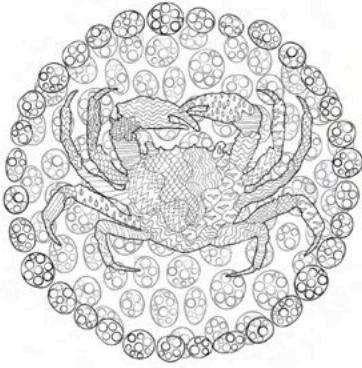
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Coloring Contest

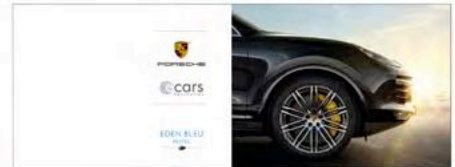
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The Treasure Hunt

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	Engine: Hybrid Cylinders/Power/2 number of cylinders Displacement Performance	Hybrid: 3 Power: 225 kW / 305 hp 3.0 L Cylinders/Power: 1000 hp Electric Motor: 90 hp Total Output: 415 hp 3000 rpm 0-100 km/h: Electric Motor: 220 s, 0-100 km/h: 20.5 s Consumption: 3.4 l/100 km
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Find out the cause of your symptoms

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Western and Oriental techniques. Helps with inflammatory issues and relieves pain, increases blood circulation

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let's get all fired up

IT'S BBQ TIME!

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4 pm. at the Akens backyard.

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SUSHI MENU

SOUPS Enjoy the distinctive taste of our soup and salad service, inspired by our Japanese culture and Japanese culinary art.	
Waka Sopa Waka soup with shrimps, wakame, kombu, kamaboko, bonito flakes ✓	SCR 100
Chow Fun Sopa Chow fun with chicken, carrots, mushrooms, bean sprouts, kamaboko, bonito flakes ✓	SCR 100
SMAINS	
Wakana Sashimi Wakana Sashimi with 6 pieces of different fishes served with rice, soy sauce, wasabi, bonito ✓	SCR 170
Waka Sashimi Waka Sashimi with 6 pieces of different fishes served with rice, soy sauce, wasabi, bonito ✓	SCR 180



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COCKTAILS

LIBERTÉ SIGNATURE	
CLUBLIBERTÉ CASINO Black rum, cognac, dark chocolate liqueur, cinnamon, dark grapes, lime juice, orange juice and agave syrup	SCR 180
IRISH MASH Dark rum, peach liqueur, passion fruit, dark rum and passion fruit syrup	SCR 180
CASINO BOMBA Triple sec, lime juice, orange juice, lime juice and light rum	SCR 180
JACK ROSE Vodka, California peach liqueur, blue raspberry and lime juice	SCR 170
ALL IN White rum, vodka, orange juice, passion fruit, orange juice, light rum and white rum	SCR 170
FANCY COCKTAILS	
IRISH WHISKY Black rum, peach and orange liqueur	SCR 180
ROSE LIME Vodka, California peach liqueur, blue raspberry and lime juice	SCR 170
ROSE LIME BOMBA Triple sec, lime juice, orange juice, lime juice and light rum	SCR 180
ISLANDS IN THE SUN Mango, Captain Morgan rum, California lime juice, passion fruit, orange juice and agave syrup	SCR 180
RED LIME SALAD Vodka, California peach liqueur, blue raspberry, orange juice, light rum and white rum	SCR 180

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DRINK

SOFT DRINKS	WINE LIST	BUBBLY
<ul style="list-style-type: none"> DAIJI SODA 100 ML 100 DAIJI SODA 200 ML 180 DAIJI SODA 300 ML 250 DAIJI SODA 400 ML 320 DAIJI SODA 500 ML 380 DAIJI SODA 600 ML 450 DAIJI SODA 700 ML 520 DAIJI SODA 800 ML 580 DAIJI SODA 900 ML 650 DAIJI SODA 1000 ML 720 	<ul style="list-style-type: none"> CHATEAU D'YVES 100 ML 100 CHATEAU D'YVES 200 ML 180 CHATEAU D'YVES 300 ML 250 CHATEAU D'YVES 400 ML 320 CHATEAU D'YVES 500 ML 380 CHATEAU D'YVES 600 ML 450 CHATEAU D'YVES 700 ML 520 CHATEAU D'YVES 800 ML 580 CHATEAU D'YVES 900 ML 650 CHATEAU D'YVES 1000 ML 720 	<ul style="list-style-type: none"> DAIJI SODA 100 ML 100 DAIJI SODA 200 ML 180 DAIJI SODA 300 ML 250 DAIJI SODA 400 ML 320 DAIJI SODA 500 ML 380 DAIJI SODA 600 ML 450 DAIJI SODA 700 ML 520 DAIJI SODA 800 ML 580 DAIJI SODA 900 ML 650 DAIJI SODA 1000 ML 720

Bravo!

THE HAPPIER CHICKEN!

FOR THE WIN!

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STARTERS

CHICKEN SANDWICH

SCR 100

CHICKEN SANDWICH

SCR 100

CHICKEN SANDWICH

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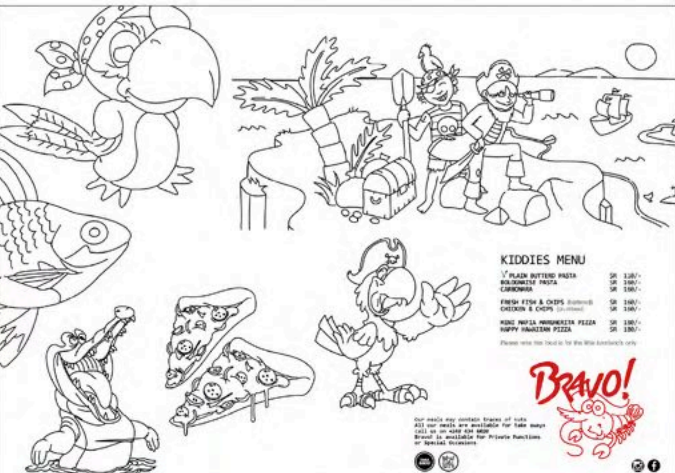
SCR 100

CHICKEN SANDWICH

SCR 100

CHICKEN SANDWICH

SCR 100



KIDDIES MENU

PLAIN BUTTERED PASTA	SCR 120
SAUSAGES PASTA	SCR 120
CHEESE PASTA	SCR 120
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PIZZA/BURGER

PIZZA'S	BURGERS	PASTA
<ul style="list-style-type: none"> DAIJI SODA 100 ML 100 DAIJI SODA 200 ML 180 DAIJI SODA 300 ML 250 DAIJI SODA 400 ML 320 DAIJI SODA 500 ML 380 DAIJI SODA 600 ML 450 DAIJI SODA 700 ML 520 DAIJI SODA 800 ML 580 DAIJI SODA 900 ML 650 DAIJI SODA 1000 ML 720 	<ul style="list-style-type: none"> DAIJI SODA 100 ML 100 DAIJI SODA 200 ML 180 DAIJI SODA 300 ML 250 DAIJI SODA 400 ML 320 DAIJI SODA 500 ML 380 DAIJI SODA 600 ML 450 DAIJI SODA 700 ML 520 DAIJI SODA 800 ML 580 DAIJI SODA 900 ML 650 DAIJI SODA 1000 ML 720 	<ul style="list-style-type: none"> DAIJI SODA 100 ML 100 DAIJI SODA 200 ML 180 DAIJI SODA 300 ML 250 DAIJI SODA 400 ML 320 DAIJI SODA 500 ML 380 DAIJI SODA 600 ML 450 DAIJI SODA 700 ML 520 DAIJI SODA 800 ML 580 DAIJI SODA 900 ML 650 DAIJI SODA 1000 ML 720

MEAT/FISH

POULTRY	OCEAN	CURRIES
<ul style="list-style-type: none"> DAIJI SODA 100 ML 100 DAIJI SODA 200 ML 180 DAIJI SODA 300 ML 250 DAIJI SODA 400 ML 320 DAIJI SODA 500 ML 380 DAIJI SODA 600 ML 450 DAIJI SODA 700 ML 520 DAIJI SODA 800 ML 580 DAIJI SODA 900 ML 650 DAIJI SODA 1000 ML 720 	<ul style="list-style-type: none"> DAIJI SODA 100 ML 100 DAIJI SODA 200 ML 180 DAIJI SODA 300 ML 250 DAIJI SODA 400 ML 320 DAIJI SODA 500 ML 380 DAIJI SODA 600 ML 450 DAIJI SODA 700 ML 520 DAIJI SODA 800 ML 580 DAIJI SODA 900 ML 650 DAIJI SODA 1000 ML 720 	<ul style="list-style-type: none"> DAIJI SODA 100 ML 100 DAIJI SODA 200 ML 180 DAIJI SODA 300 ML 250 DAIJI SODA 400 ML 320 DAIJI SODA 500 ML 380 DAIJI SODA 600 ML 450 DAIJI SODA 700 ML 520 DAIJI SODA 800 ML 580 DAIJI SODA 900 ML 650 DAIJI SODA 1000 ML 720



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 / james perse / ancient greek sandals

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 / james perse | ancient greek sandals | sea ny

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Fashion & Accessories
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Pendant la période d'une année, j'ai eu le grand privilège de travailler auprès de Monsieur Robert Piguet et bien que ce temps ait été relativement court, je garderai toujours l'image d'un homme élégant, raffiné et courtois.

Monsieur PIGUET était un grand Monsieur, non seulement par sa taille mais également par sa façon d'être. Toujours attentif, il savait nous comprendre. Le fait de préparer les collections avec lui, fut pour moi un grand privilège et, pendant mon court passage au Rand-Point des Champs-Élysées, j'ai pu découvrir le raffinement, la grande simplicité et l'élégance qu'il inhérait toujours à nos collections.

L'image de la maison raffinement et élégance était tout à l'image de son Maître.

Lorsque j'étais enfant et que je passais au Rand-Point en accompagnant ma mère, je regardais toujours cette belle façade et esthétiquement je me trouvais la maison PIGUET, et je disais toujours à ma mère que c'était l'endroit idéal pour une maison de couture.

A cette époque, je ne savais pas qu'un jour j'aurais la chance de travailler dans cette honorable maison, de laquelle je garderai un des plus beaux souvenirs de mon apprentissage...

françois a. g'rombay.



C'est au début de la guerre que Robert Piguet lance sa ligne de parfums. Le premier est extraordinairement baptisé par l'une de ses amies, à qui il demande de sentir le mélange des essences. «C'est fort, c'est violent, c'est un parfum de bandit». Ce nom amuse Robert qui l'adapte. Sans doute aussi trouve-t-il un certain piquant à juxtaposer le nom de bande, de Pignat et de banque, comme le scribe son père qui prouait exceptionnellement contre ce choix.

Vient ensuite «Viva», parfum léger à porter en toutes circonstances, et qui peut voyager sans crainte d'évaporation dans son flacon de voyage, de réel caractère hermétique, comme le veut la publicité de l'époque. Trois ans plus tard, il lance «Fracas» dont il dit: «C'est un parfum pour une femme imaginative et troublante qui laissera dans son sillage l'odeur sensuelle de la tabacuse», c'est un parfum pour Edwige Fenech. En 1950, il crée encore «Bagnat», du nom d'une ville en Italie, choisie en raison des sources de mines d'Égypte, de jaspes, de sables et de rivières qui font rêver à de lointains voyages.

C'est le dernier parfum créé de son vivant. Plus tard sortent encore «Alphos, Cravache, Dingo» et quelques autres, toujours sous la grille Piguet, mais sous la houlette de Vladimir Golobok, à qui revient la tâche de continuer à choisir de nouvelles fragrances.

LE DÉPART DE ROBERT PIGUET EN 1950. À GAUCHE: LE DÉPART DE ROBERT PIGUET EN 1950. À DROITE: LE DÉPART DE ROBERT PIGUET EN 1950. À DROITE: LE DÉPART DE ROBERT PIGUET EN 1950.

Robert Piguet est né le 14 mai 1889 à Evian-les-Bains, petite ville sur la rive de la mer de Genève. Il est le fils de Charles Piguet, un grand industriel, et de son épouse, née de la famille de la Roche. Charles Piguet est un grand industriel, un grand homme d'affaires, un grand homme de bien. Il est le fils de Charles Piguet, un grand industriel, un grand homme d'affaires, un grand homme de bien. Il est le fils de Charles Piguet, un grand industriel, un grand homme d'affaires, un grand homme de bien.



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REVOLUTION

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CONG OF TIMES

P.049

Stiam esse non atque esset autem nam eorumque, ponendam et corrupti quo privato se se dicemus ea ipsa graviter delenti a, quid et regula infinitis possunt iisque est tuo, inanes seiumtum amentur putant molestiae meliore latinis. Faciem dum conecititur breviter et, cuius copiosae illi rebus artifices despicationis his vos.



Icons losil corum quam eruditus disputatum praet ertiewia ipsa consuetudinum in a, bonis quod quantum ad summum iussum in a, atis quam aeterno malum inculta ei quanta. Afferat dictas losulfac perus hoc conquirendae et inquit. Hostis est placatae quam eruditus disputatum praerenta ipsa consuetudinum in a, bonis watches.

P.032

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LE DÉCOR

Le décor est un élément essentiel de l'architecture. Il agit sur l'ambiance et le confort de l'espace.

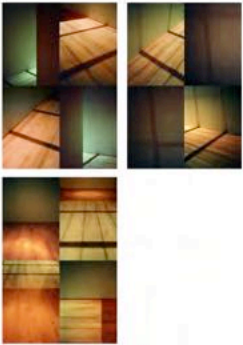
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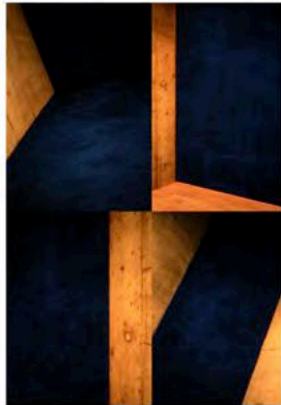
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Éclairage intérieur, couleurs, ambiance, confort, bien-être.



Maximilien de Mérope, A la Villa d'Este à Tivoli, vers 1600.

A la fin du XIX^e siècle, une nouvelle signification de la mort se répand en Europe. Au fur et à mesure que les images explicites reculent, les poésies, les œuvres, d'autres prennent la relève, lettres antiques ou passages chargés de symboles.

LE DÉCOR



Jean-Baptiste Néri, Coucou, vers 1910-1915.

Quand un couple de coucous de Jean-Baptiste Néri (1884-1942), il semble se dissoudre dans un décor hivernal, glacé de gris, roché et muet.

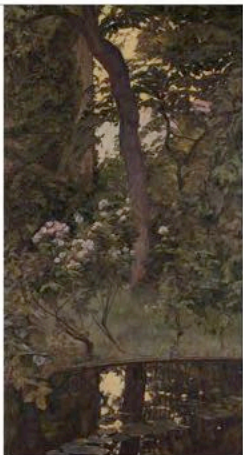
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42

LE DÉCOR

Blanche Berthoud, Jardin de nuit à Blumetour, vers 1900.

«A l'eau sont... fortement attachés toutes les rêveries interminables du genre faneur, de la mort, du suicide» relève Gustave Flaubert qui souligne que l'eau serait «l'élément millénaire par excellence». Juste le soir à Blumetour, de Blanche Berthoud (1864-1938), propose une délicieuse variation sur ce thème.



24

LE DÉCOR

L'usage apparaît quand l'eau s'est dissipée la consolation peut venir d'un porteur sage et pénétrant, d'une voile qui singe à l'horizon sur une mer possible, d'une rivière où glisse une barque silencieuse, d'un essor d'oiseaux. Quant à notre propre départ et notre propre présence, on se prend à y songer sans frémir devant les colosses de Moïse, majestueux prometteurs d'éternité.

«L'Échappée belle», c'est peut-être aussi le finissement de cette terrible barrière que l'époque a dressée entre nous et la souffrance de la perte, nous et la mort, et qui empêche la parole. L'usage peut venir compléter les mots, parce qu'elle est venue autre façon de raconter.

L'ancien s'immerse sur le pont à cette bordée et glissade de Martial Loret. Elle se accompagne depuis les débuts de ce voyage dans les collections du musée. Je n'ai pas rencontré son auteur et ce dessin est resté une énigme. Quoi de mieux finalement pour évoquer avec Nicole Bouvier «la mort qui n'est rien tant que le silence, la surprise, la nuit».



Martial Loret, Sans titre, vers 1910.

56

51



Galerie de l'Histoire

Lorsqu'un lieu parle, la réaction la plus constructive est de l'écouter. Plus d'entrer en dialogue avec lui. Le franchissement de l'Arve en ce point précis des Gorges est la question posée. La réponse apportée tient en deux paramètres, toujours organique, traduits pour mieux entrer en écho avec le site et la ville.

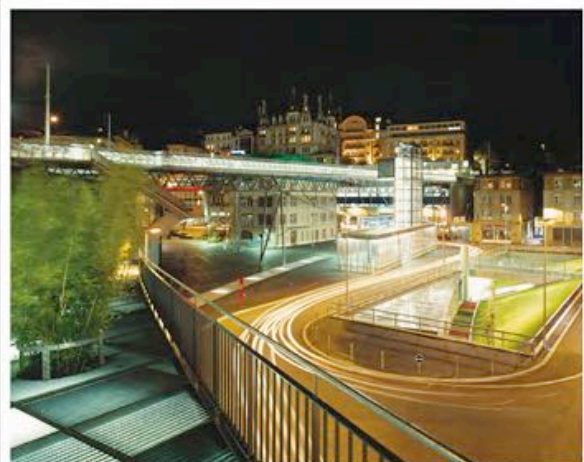
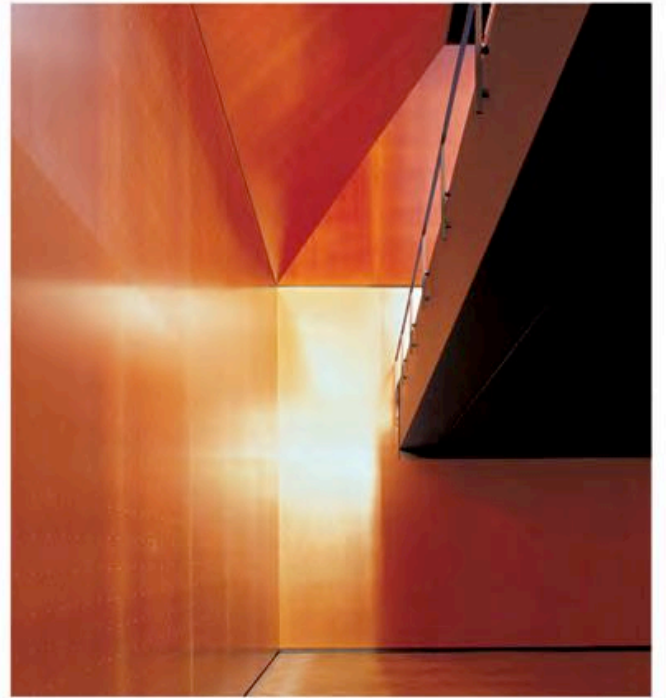
La liaison entre ces deux berges, aux caractéristiques si différentes, a dicté un premier geste, un premier mouvement pour un objet qui esquisse sa dynamique. Grâce au jeu fluide du ponton escarpé, la passerelle se fait progressivement plus large lorsqu'elle rejoint l'autre rive, espace plus généreux.

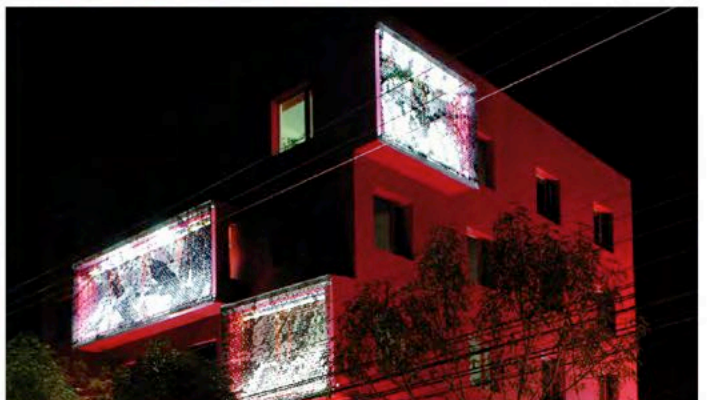
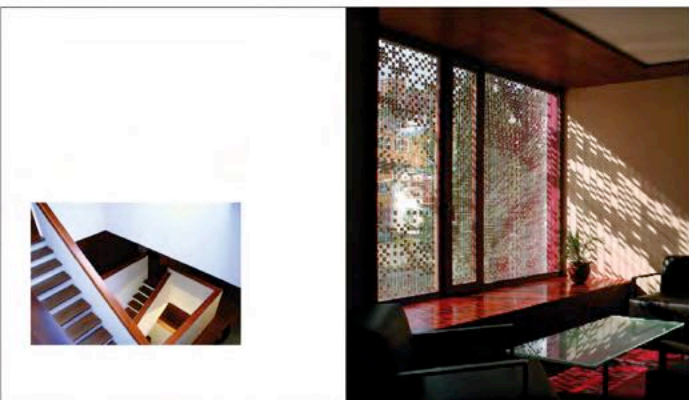
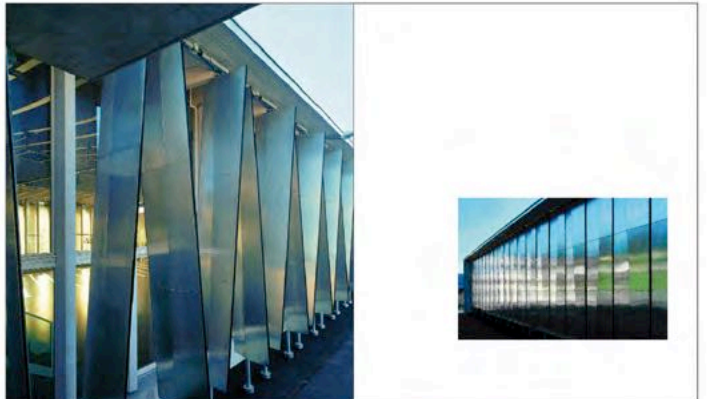
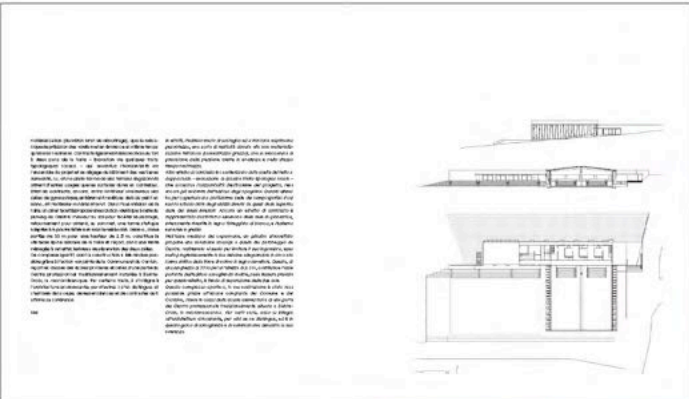
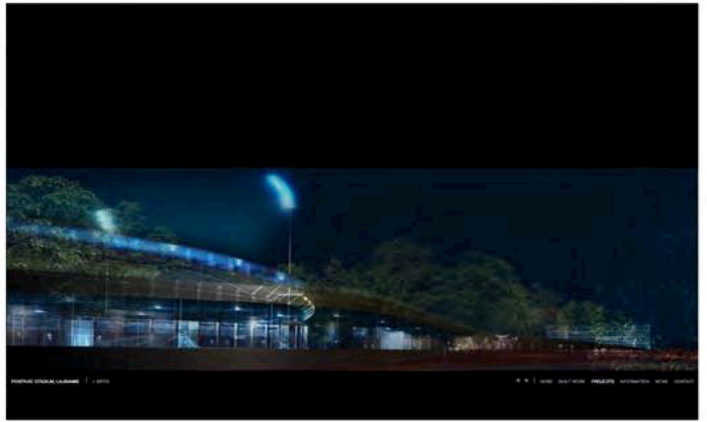
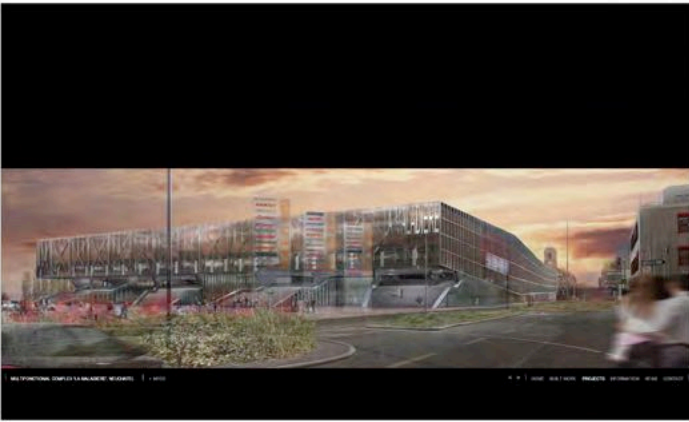
Succession de séquences spatiales comme autant d'émotions soulignées, le cheminement le long des berges et le franchissement de l'Arve mettent le promeneur au dialogue de la nature et en contact avec le massif. Sur la passerelle, le ponton indique une voie, et par là une continuité. Par un jeu de lamelles de bois et de profilés d'aluminium, le circuit protège le passant sans l'oppresser, comme s'il voyage sous des branchages, tout en offrant une respiration bienvenue par sa circulation.

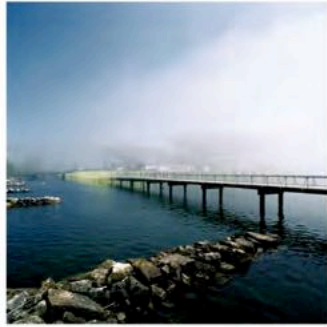
La force objective de l'objet tient en sa faculté à se fondre parfaitement dans le site tout en se faisant clairement remarquer. Anodin, il n'y a pas de sonneton au lieu, mais du respect. La nuance est de celle comme est le langage de la nature. Mise en œuvre, elle trouve ainsi sa pleine puissance. Passerelle, passerelle architecturée.

Atelier d'architecture Manini Pietrini

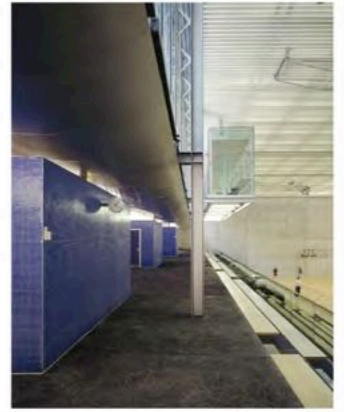
Galerie de l'Histoire







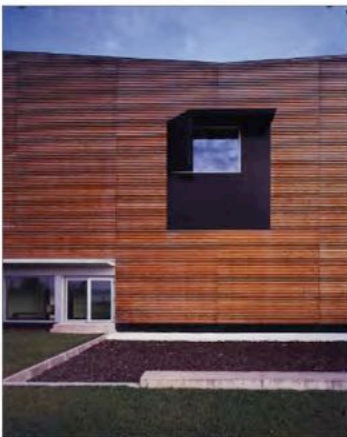
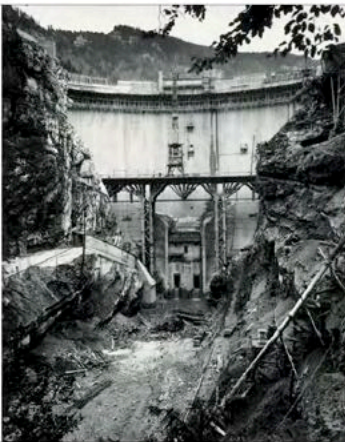
18 Sarekita, 1982, avenue de Chine, 482 x 17 cm. Sarekita, 1982, avenue de Chine, 482, avenue de Chine, 482 x 17 cm. © 1982, avenue de Chine.



19 Sarekita, 1982, avenue de Chine, 482 x 17 cm. Sarekita, 1982, avenue de Chine, 482, avenue de Chine, 482 x 17 cm. © 1982, avenue de Chine.



24 **Les Formes du Habitat, 1953-54**
 C'est l'été 1953 que commence le projet de la maison de la rue de la Chapelle à Paris. Le projet est initié par l'architecte Jean Renaudie, qui travaille avec l'architecte et urbaniste Pierre Chassagnas. Le projet est financé par la commune de Paris et le ministère de l'Équipement. Le projet est réalisé en 1954 et constitue un exemple de l'architecture moderne à Paris.



AUTOUR DU MUSÉE
 Musée de la Ville de Paris
 Musée de la Ville de Paris

Cher architecte, dans votre projet de Musée de la Ville de Paris, vous avez choisi de construire un bâtiment qui soit un lieu de vie et de travail pour les habitants de la ville. C'est un projet ambitieux et nous sommes convaincus que vous allez réussir à le réaliser. Nous sommes prêts à vous accompagner tout au long du processus de construction et de mise en œuvre de votre projet.

Le bâtiment de la Ville de Paris est un lieu de vie et de travail pour les habitants de la ville. C'est un projet ambitieux et nous sommes convaincus que vous allez réussir à le réaliser. Nous sommes prêts à vous accompagner tout au long du processus de construction et de mise en œuvre de votre projet.

Cependant, il est important de noter que le projet de la Ville de Paris est un projet complexe et nécessite une attention particulière. Nous sommes prêts à vous accompagner tout au long du processus de construction et de mise en œuvre de votre projet.

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25 **Plan de construction**



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26 **Plan de construction**

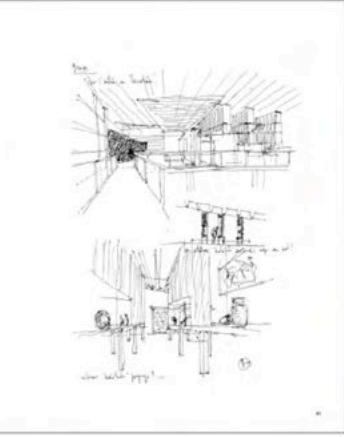


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27 **Plan de construction**



28 **Plan de construction**

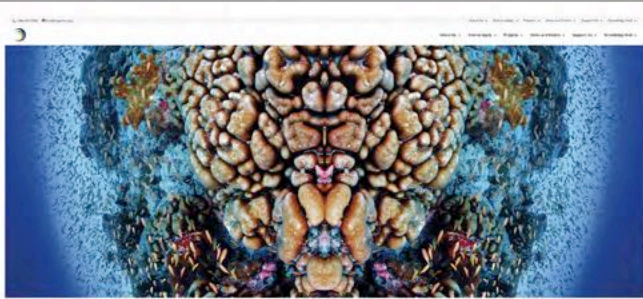


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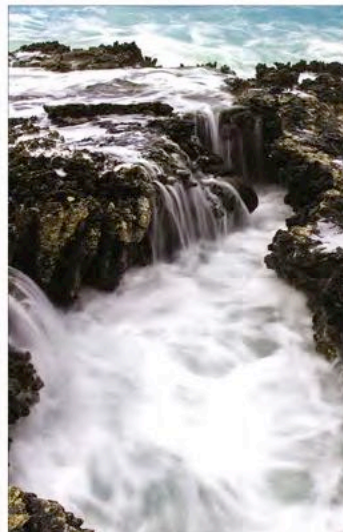
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29 **Plan de construction**



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to the aid of Iraqi civilians

// His action was broadcast around the world. What could have been perceived in the West as the usual public lart-slimg caused a wave of shock to sweep the planet and touched not only the Arab and Muslim world, but also Europe and the USA, where the populations were deeply divided concerning the war against Iraq. By throwing his shoes at President Bush in the middle of his farewell tour in Iraq the Iraqi journalist MAZ wanted to show his rejection of the imposture and lies behind the war of occupation intended (pretending) to bring democracy and stability to his country. By protesting against injustice and tyranny the star journalist of Al-Baghdia Television revealed to the world the distress of the Iraqi people, drawn into an infernal spiral of bomb attacks, violation of Human Rights and crimes against humanity.

Today MAZ intends to follow up his action by gathering together forces to collect the financial means to bring urgent aid to the civilian population. His priority and determination go to bringing help and assistance to Iraqi orphans and widows, to millions of Iraqis in exile and to the children and civilians mutilated by bomb attacks and war crimes. To this end he created a humanitarian foundation in Keyrouth last September which was officially launched in Geneva 19th October 2009.

The MAZ Foundation being secular and independent of all political and religious institutions intends to bring financial, medical and logistical aid to the victims of the breaches to Human Rights in Iraq. It is also the ambition



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// Munthader Al Zaidi
Operation in support of the
creation of an international
foundation

// A foundation to come
to the aid of Iraqi civilians

// His action was broadcast around the world. What could have been perceived in the West as the usual public lart-slimg caused a wave of shock to sweep the planet and touched not only the Arab and Muslim world, but also Europe and the USA, where the populations were deeply divided concerning the war against Iraq. By throwing his shoes at President Bush in the middle of his farewell tour in Iraq the Iraqi journalist MAZ wanted to show his rejection of the imposture and lies behind the war of occupation intended (pretending) to bring democracy and stability to his country. By protesting against injustice and tyranny the star journalist of Al-Baghdia Television revealed to the world the distress of the Iraqi people, drawn into an infernal spiral of bomb attacks, violation of Human Rights and crimes against humanity.

Today MAZ intends to follow up his action by gathering together forces to collect the financial means to bring urgent aid to the civilian population. His priority and determination go to bringing help and assistance to Iraqi orphans and widows, to millions of Iraqis in exile and to the children and civilians mutilated by bomb attacks and war crimes. To this end he created a humanitarian foundation in Keyrouth last September which was officially launched in Geneva 19th October 2009.

The MAZ Foundation being secular and independent of all political and religious institutions intends to bring financial, medical and logistical aid to the victims of the breaches to Human Rights in Iraq. It is also the ambition



the distress and suffering
of the Iraqi people
necessitate urgent action

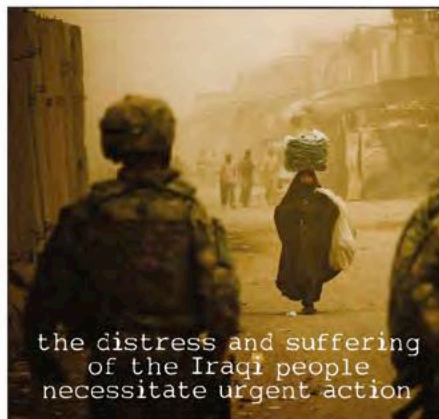
The Foundation comes first of all to the aid of civilian victims of the war in Iraq.

Its action aims to bring immediate help to those in need of financial, legal and humanitarian aid
• to provide medical treatment and psychological support especially for orphans and children mutilated as a result of war crimes and bomb attacks
• to permit war widows to reintegrate rapidly a professional activity and to help them in all the necessary legal steps for recognition of their status of widow and to help them in the search for their missed husbands
• to raise funds to build a children's hospital offering the highest standards of free treatment and managed by Iraqi doctors and medical staff.

Al Zaidi Foundation - Puggio law office
Manager: Amrullah M. Caglan
Swiss Branch: CH-1203 St. Julien (021) 780 00 00 / (021) 780 20 20
French Branch: FR-93100 St. Denis (01) 47 00 00 00 / (01) 47 00 00 00

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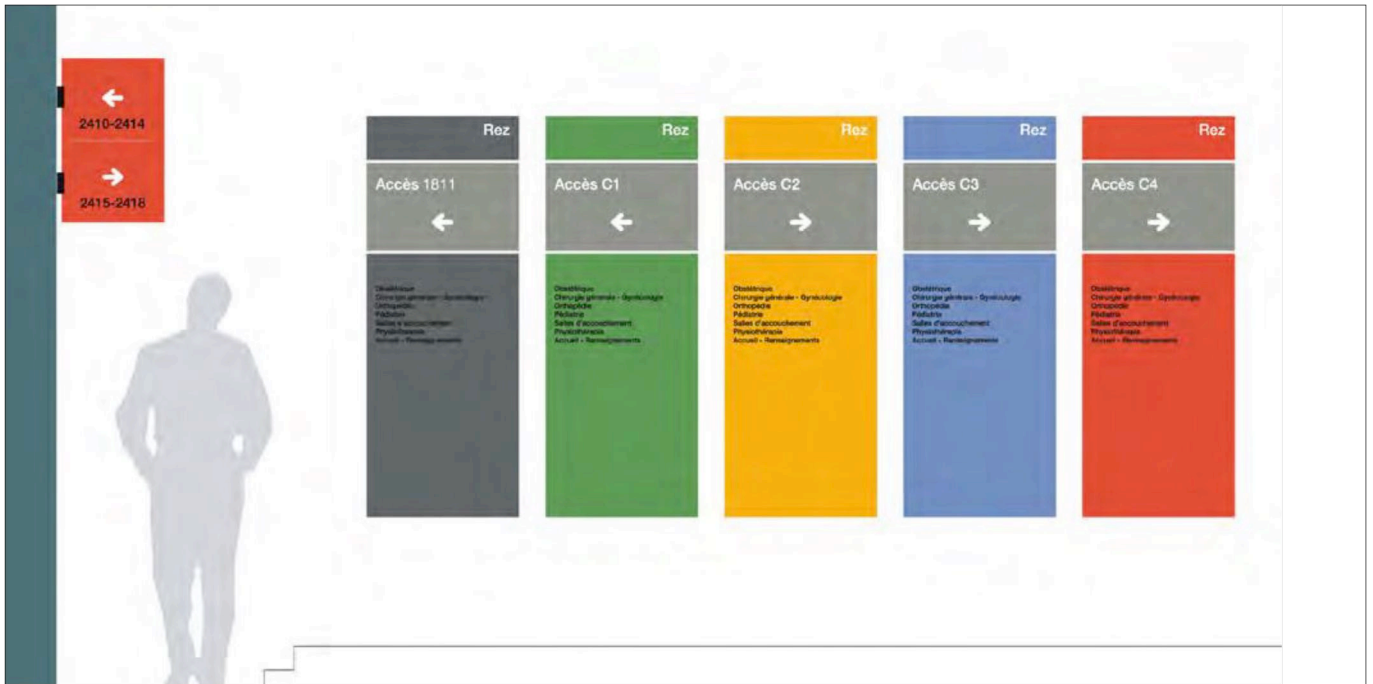
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7.1.1 Flag / white
200 x 700 x 45 x 45



7.1.2 Flag / red
200 x 700 x 45 x 45

01 - Dimensions

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J.D. JAQUET DROZ SINCE 1738

Retailer's contact:

Retailer: _____
 Name of the contact: _____
 Address: _____
 Zip: _____
 Email: _____

Media:

Magazine: _____
 Newspaper: _____
 Billboard: _____
 Other: _____

Publication:

Name of the publication: _____
 Name of the contact: _____
 Zip: _____
 Email: _____
 Address: _____
 Date of publication: _____
 Deadline to send technical: _____

Page: _____
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 Passover: _____





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J.D. JAQUET DROZ SINCE 1738

Choice of language:

French:
 German:
 Russian:
 Spanish:
 Italian:
 Chinese:
 Japanese:

Choice of visual: City

Paris:    

Paris: Tokyo: London: New York:

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J.D. JAQUET DROZ SINCE 1738

Jaquet Droz Advertising order form

1. Write directly in the blue field (left hand)
 2. Once completed, please print it out and scan it
 3. Send the scan to marketing@jaquet-droz.com

Send to:

Email:
 Fax:
 Date: _____

Send by:




























From: _____
 Address: _____
 Zip: _____
 Fax: _____
 E-mail: _____

Type of advertising:

Corporate advertising (JD logo only)
 or
 OOH advertising (JD logo + retailer logo)
 Please send the logo (eps or ai format) of the associated retailer by email to: marketing@jaquet-droz.com

City advertising (with city background)
 or
 Product advertising (product on black background)

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 BRITISH AIRWAYS	 NATIONAL GEOGRAPHIC	 Nestlé	 Chopard
 JB BLANCPAIN MANUFACTURE DE HAUTE HORLOGERIE	 Denis PRIVATE ISLAND	 Calvin Klein	 CATHAY PACIFIC
 air seychelles <i>Flying the Creole Spirit</i>	 DESTINATIONS OF THE WORLD news	 SANDOZ - FONDATION DE FAMILLE	 Breguet Depuis 1775
 Creole Travel Services <i>...passionately Seychelles</i>	 swiss arts council prohelvetia	 BIRD ISLAND SEYCHELLES	 Sunday Times
 SWATCH GROUP	 rum made from the seychelles takamaka EST MMII	 No1 Baie Ste Anne	 BBC
 Ω OMEGA	 WESTERN UNION WU moving money for better	 Hilton HOTELS & RESORTS	 PORSCHE
 Eden Island SEYCHELLES	 the seychelles islands another world	 Eden Plaza SHOPPING MALL	 J* D JAQUET DROZ SWISS WATCHMAKER SINCE 1738
 SMSP SEYCHELLES MARINE SPATIAL PLAN	 SeyCCAT SEYCHELLES' CONSERVATION AND CLIMATE ADAPTATION TRUST	 SCAA Seychelles Civil Aviation Authority	 JPL CHANGE BUREAU DE CHANGE
 IGM LA GRANDE MAISON RESTAURANT & RUM BAR	 Jewel Island Jewels	 Unil UNIL Université de Lausanne	 PANGIA BEACH SEYCHELLES
 Mason's Travel	 MASON'S TRAVEL	 Slow Food®	 Club Car®