



## INTERVIEW 2: "REGULATORY PENDULUM" PERFORMANCE

Interviewee: (Jean-Philippe Coulaud / Noosphaire)

**Q1:** How did you come up with the idea of comparing the regulatory role of a watch differential mechanism with that of a tool that could play a similar role in the world of high finance?

**A:** The Differential is the signature of Pecqueur Conceptuals brand and it goes way beyond the merely technical connotation of the component. So we were looking for an innovative way of communicating this aspect. The concept of a virtual "performance" gave us that opportunity.

**Q2:** What role is envisioned for the Differential in the context of this "Regulatory Pendulum" performance?

**A:** Through our very "mainstream" vision of the mechanisms that manage the world of finance, we imagined the Differential as a tool that could help reform the risk management system and regulate speculative norms.

**Q3:** Please tell us about the map of the world that forms the backdrop to your "Regulatory Pendulum" mechanism and the choice of the countries listed on the edge of the dial, in the form of a watch crown?

**A:** The map we've used is a copy of an old medieval map of the world. The message is clear and refers to the illusion that evolving power relations over the centuries could have changed things. The countries represented are those that form the G8 and the G20. Dynamically, they illustrate what we imagined as the "G" forces affecting and dictating the speed at which the world turns.

**Q4:** I also noticed that the "pendulum" winder is in the shape of a head, with a transparent brain area. What does this symbolize?

**A:** As opposed to artificial intelligence systems, it shows that the human brain programs and regulates this mechanism. Under the "CC" dual-letter symbol which stands for "Collective Consciousness", in analogy to "cubic centimeters", we also integrated into the cerebral cortex the "power reserve" function sometimes found in watch movements. In both cases, it's all about measuring and calibrating the power of a motor.

**Q5:** With regards to the limitations of artificial intelligence, how would you explain this reference to "high frequency trading" and the visual association with a gearbox?

A: To illustrate "high frequency trading" in our virtual mechanism, we played with contradictions and referred to the virtues of the old gearboxes. These were fitted with a clutch that the driver activated to change gears. Nowadays, with the new sequential gearboxes, almost all functions are handled electronically. The message conveyed is about the importance of human intervention that always allows better control while limiting any risk of slipping out of sync when external factors cause the electronics to lose control.

Q6: OK, but why did you give so much visual importance to the symbol "R" in the "Reverse" mode of this old gear box?

A: Because we imagined the mechanism of our Regulatory Pendulum functioning like a human brain. After being analyzed, the decoded command is sent to the motor regions – limbs if you prefer – to activate the movement and enable the hands of the dial to turn in the right direction. The "reverse" mode illustrates the crucial role of the 'return after analysis" function that is consistent with the regulatory role attributed to the differential.

Q7: Do the starred helmets play the role expected of them when we talk about performance and protection?

A: In this specific context, the concept of protection clashes with that of confinement. Disconnected from the outside world, brain activity finds itself confined to pre-formatted code. Visual association with the American football helmets ironically demonstrates the relevance of this protection against any potentially redemptive shock. The stars represent the colours of the countries and continents that control the current system. The stars show they all serve and fight under the same flag.

Q8: We know about "story-telling" but not about "performance-telling". Is this a new concept in communication?

A: It would be pretentious to call it a concept. The objective is to showcase a different interpretation of the Differential that remains at the core of the Pecqueur Conceptuals brand in a totally new movement, in both senses of the term. In keeping with the signature "Mechanical Arts in Motion" we're seeking to associate, in a slightly off-beat way, the origins and function of the Differential component with the Pecqueur Conceptuals brand identity. We believed that an artistic performance could be a medium that offered the most potential for responding to our immediate requirements to assert our new brand positioning. Not to mention the dual advantage this medium provides for the launch campaign, which will go from a virtual mode to a live form for the official launch of the Pecqueur watch at the Miami Art Basel exhibition in December.