



Press release

PECQUEUR CONCEPTUALS PRESENTS A NEW HOROLOGICAL COMPLICATION IN PERFORMANCE-TELLING MODE

Verbier (Switzerland), May 15th 2014. The Swiss company Noosphere presents a new GMT watch complication produced under the Pecqueur Conceptuals label.

Almost two centuries ago, watchmaker Onésiphore Pecqueur created a revolutionary Differential that was to lay the foundations of automotive development. The OP 21/1-15 movement now introduced thus represents a return to roots by providing an unprecedented interpretation of this mechanism providing a new take on the time-zone theme. As the key component of this patented horological complication, the differential heralds an exceptional approach to watchmaking, propelling mechanics into a whole new dimension. For more details on this new GMT complication, enjoy a closer look on www.pecqueurconceptuals.com/differential/.

This movement will power a watch to be presented at the Art Basel in Miami Beach contemporary art exhibition. Meanwhile, the development phases involved in the design of the Pecqueur watch by the Peugeot Design Lab will be revealed at regular intervals on the brand's website, right the way through to its completion. Anyone interested can get a confidential access code in order to keep track of the evolving design of this new watch.

Also exclusively presented on the Pecqueur Conceptuals website, a 3D animated version of the artistic performance entitled "Regulating Pendulum" can be viewed at www.pecqueurperformance.com. It provides a vision of the differential in a role and context very different from the part it normally plays inside a watch movement.

This artistic performance will leave its initial virtual mode to go live at the official launch of the watch scheduled for December 2014 in Miami, USA.

To download high-res visuals and get additional information:

www.pecqueurconceptuals.com/media-contact/

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