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Heritage-inspired timepieces enthrall visitors



The TAG Heuer pop-up exhibition at Suria KLCC will showcase museum pieces flown in from Switzerland.

A SPECIALLY curated pop-up exhibition featuring heritage TAG Heuer timepieces will impress visitors, especially watch enthusiasts, to Malaysia.

Taking place at Suria KLCC, Kuala Lumpur, the exhibition was curated by TAG Heuer heritage director Catherine Eberlé-Devaux, and is a tribute to the brand's watch-making innovations since 1860.

TAG Heuer South-East Asia vice-president Amelia Sillard said the unique museum pieces were specially flown in from Switzerland and reflected the brand's major breakthroughs.

"This exhibition is a tribute to our avant-garde watch-making heritage that we hope to introduce to the public," she said during the launch.

Among the models presented for the first time in Malaysia are the oscillating pinion patented in 1887; the Monaco V4; and the Mikrograph, launched in 1916, which is the first stopwatch accurate to 1/100th of a second used at the Olympics in the 1920s.

Visitors will also learn more about the Time of Trip – the first 12-hour on-board chronograph for cars and airplanes with a power reserve of eight days that was launched in 1911 – as well as the iconic TAG Heuer Monaco introduced in 1969 that is celebrating its 50th anniversary this year.



(From left) Brien, Sillard, Tay and Tan during the launch of the TAG Heuer pop-up exhibition at Suria KLCC.

The Monaco was also the first square water-resistant chronograph equipped with the first self-winding automatic chronograph movement.

The final highlight is a race car Porsche 911, visible in its Gulf Heuer livery, which is a tribute to the relationship between Gulf Oil and TAG Heuer since the 1970s.

It is also a reminder of Steve McQueen in his legendary role in the movie Le Mans, in which he chose the TAG Heuer Monaco to wear throughout the filming.

Also present at the launch was Cortina Watch managing director Tay Liam Khoon, Suria KLCC chief executive officer Andrew Brien and Suria KLCC chief operating officer Francis Tan.

The TAG Heuer exhibition, in partnership with Cortina Watch, will run until Jan 13 at the concourse of the mall.

(Source: <https://www.thestar.com.my/metro/metro-news/2019/01/11/heritageinspired-timepieces-enthral-visitors/#W3Y5pSSugUV4K1PB.99>)