

# F.P.JOURNE Invenit et Fecit

## OPENING OF THE NEW MAISON F.P.JOURNE IN NEW YORK



*New York, May 2, 2023* - Present in New York since 2009, F.P.Journe has moved from Manhattan's elegant Upper East Side to 53 Mercer Street, in the famous SoHo district. This 550 square meters showcase offers collectors and watch enthusiasts a unique meeting place based on a common passion, the love of Haute Horlogerie.

For more than 40 years, François-Paul Journe has been inventing and manufacturing precision timepieces. His watches reveal a singular vision of watchmaking that is uniquely his own and enchant admirers of authentic watchmaking. To reach this level of excellence, and in a constant quest for independence, he set up a vertical organization to control all the stages of production of the components, the assembly, but also the distribution of his collections in his own international network of Boutiques. And so it was that the first F.P. Journe Boutique opened its doors in 2003, in Tokyo.

Just as he creates a watch, François-Paul Journe thinks and develops the design of these spaces, infusing them with his philosophy, ethics and the "A.R.T." values of his Geneva-based Manufacture (Authenticity, Rarity and Talent), which go beyond the world of watchmaking. Whether in Hong Kong or Paris, collectors will find the same thread running through an exclusive watchmaking universe with a refined, intimate and warm décor.

In keeping with the brand's identity, the new New York Maison is built around a large bar with small, cozy lounges, a library containing numerous books on watchmaking, and of course, sleekly designed display cases showing the collections of this extraordinary creator.

In the exhibition space, the visitor's gaze is naturally drawn to a large opening decorated with a magnificent chandelier created by Mexican-Brazilian artist Carolina Fontoura Alzaga, similar to those in the Los Angeles Boutique and the Miami Maison. Upstairs, the New York Maison takes the art of

entertaining a step further. One discovers a welcoming kitchen, a wine cellar, as well as a large room punctuated by a succession of comfortable sofas and tables where dinners and receptions can be organized. A particularity of the place is that some red brick walls with a slightly aged look have been preserved, recalling the industrial history of the SoHo district.

The Maison concept, inaugurated in 2019 in Miami, offers a memorable immersion into the F.P.Journe universe. When visitors enter the New York Maison, they will be able to benefit from the seasoned expertise of the New York team, imbued with the passion and philosophy of François-Paul Journe. Throughout the year, experiences around subjects dear to the brand will be organised, such as gastronomy or the discovery of rare spirits, not to mention watchmaking events whose carefully selected themes will echo the values of F.P.Journe.

**Maison F.P.Journe New York**

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