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Press Kit
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A New Creation by KRAYON : 'Anywhere Arborea' An Ode to Métiers d'Art and Imagination

From canvas to watch: the poetic harmony between Rousseau's Nature and Krayon's Anywhere Complication, an intimate celebration of the solar cycle.

An exclusive Limited Edition of 15 platinum watches only, reinterpreting Henri Rousseau's iconic painting "The Virgin Forest at Sunset."



The Eternal Dance of Light and Time

Sunrise and sunset – deeply symbolic moments that mark the immutable cycle and circle of life. As the first rays of dawn break, they herald renewal, hope, and the promise of new beginnings. This is a moment when anything seems possible – an energizing call to reach out and embrace the day's opportunities.

In contrast, sunset ushers in a time of reflection and tranquility. It symbolizes the transition from activity to rest, inviting us to contemplate the day's journey and find peace in the approaching night. These two moments, though at opposite ends, complement each other, setting the overarching rhythm of our lives with balance – movement and rest, renewal and stillness – always in motion yet deeply rooted within us.

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The symbolism of sunrise and sunset, the interplay of light and time, that so profoundly resonates in Henri Rousseau's masterpiece *The Virgin Forest at Sunset*, finds its echo in Krayon's *Anywhere Arborea* watch.



In Rousseau's masterpiece, the fading light bathes the jungle in a mysterious and calming atmosphere, capturing that fleeting moment when day surrenders to night. Krayon's *Anywhere* complication brings Rousseau's artistic vision into tangible form on your wrist, allowing you to experience that same magic wherever you are, tailored to any location you choose.

Just as Rousseau turned observation into poetic vision, Krayon elevates timekeeping into a more personal, meaningful experience, where each solar cycle serves as a reminder of our profound connection to nature and the vital role these transitions play in the rhythm of life.

The choice of this scene, where nature comes alive under the last rays of the sun, perfectly mirrors Krayon's unique ephemeris complication, where each sunrise and sunset is defined by the location chosen by the wearer.

A tribute to the visionary imagination of Henri Rousseau

When asked, "Why Henri Rousseau?", Rémi Maillat, master watchmaker and founder of Krayon, highlights the painter's boundless imagination. Despite never leaving Paris, Rousseau conjured lush tropical landscapes – creations born of his fertile creativity.

This ability to transcend reality through imagination perfectly aligns with the spirit of Krayon's *Anywhere Arborea*: an artistic abstraction combining technical precision with horological poetry.

Like Rousseau, Krayon transforms realistic elements into something imaginative, turning timekeeping into a personal and intimate experience. The dial of the watch evokes this magical atmosphere, brought to life by the skilled hands of a Swiss artist, who meticulously applies each color to achieve the desired spectrum of tones, recreating a contemporary interpretation of the famous painting.

Blending technical prowess with artisanal expertise, each one of the 575 miniature alveola – each unique in size and shape – is delicately hand-painted, showcasing the artistry behind every detail and the sense of wonder it evokes. The tropical scene, bathed in the contrasting hues of the setting sun,

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mirrors the exclusive complication of the watch, which reveals the precise sunset time at any location on the globe.

The *Anywhere Arborea* watch: an intimate connection with nature

Anywhere Arborea is much more than a horological complication. It serves as an intimate representation of our relationship with Time and Earth. With its organic shades of green, brown, and yellow reflecting nature, and the vibrant blue and white of the sky illuminated by a fiery orange-red sun, the dial draws us into the captivating colors of life.

In reinterpreting Rousseau's sunset scene, Krayon imbues its creation with both emotional and geographic depth, intertwining personal memories with the tangible landmarks of our planet.

The personal ephemeris: when time becomes emotion

Imagine knowing the exact time of sunrise or sunset, for a place chosen by You – your special place, anywhere on the planet.



Anywhere Arborea offers a unique complication in the world of haute horlogerie, allowing its wearer to know the length of the day and the precise times of sunrise and sunset for a location of their choice, anywhere in the world. *Anywhere Arborea* connects us to the Earth in a deeply personal way.

With this complication, Krayon transforms each day into a unique work of art, placing the wearer at the heart of a universal yet personal experience of time. Merging art with precision, the *Anywhere* complication offers a profoundly intimate and emotional connection with time.

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Technical Details

Model name:

- Krayon *Anywhere Arborea Métiers d'Art 2024*
- Limited Edition of 15 Pieces

Case:

- PT950 platinum
- Diameter: 39mm
- Thickness: 9.5mm

Dial:

- Métiers d'Art, hand-painted miniature artwork, crafted in Switzerland
- Contemporary reinterpretation of Henri Rousseau's *The Virgin Forest at Sunset*
- Central hours and minutes display
- Day and night indication
- Sunrise and sunset indications based on the location chosen by the wearer
- 24-hour time indication
- Simple calendar at 6 o'clock
- Month indication

Caliber:

- Caliber C030
- Diameter: 35.40mm
- Thickness: 5.00mm
- 72-hour power reserve
- Frequency: 3 Hz
- Manual winding with stop mechanism
- 55 jewels
- 432 components

Strap:

- Black alligator leather strap
- PT950 platinum pin buckle and clasp