

KRAYON



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Geneva, Time To Watches, April 2026: Krayon Unveils the PAC-MAN Watch Series

*A limited edition of only 15 unique pieces,
each crafted in platinum, each with its own unique dial,
all powered by the celebrated “Anywhere” movement.*

A playful approach – yet executed with absolute rigour.

*An artistic statement, a breath of freedom, without ever renouncing the seriousness of
mechanics and aesthetic perfection.*

*The PAC-MAN series marks a pivotal moment: Krayon has entered a more mature, serene
and confident phase — and is freer than ever to express itself.*

*With this piece, Fei Hou signs a new Métiers d'Art creation. Alongside Rémi Maillat —
her partner in life and at the head of Krayon — they both belong to the PAC-MAN generation,
yet with distinct cultures and personal histories: one raised in China, the other in Switzerland.*

*Two childhoods, different in context, yet animated by the same emotion — the rising
excitement, the suspension of everyday life, as one follows the hypnotic trajectory of that
small yellow character racing across the screen.*

Krayon celebrates childhood, joy and the magic of time

Since its founding and its first creation unveiled in 2017, Krayon has explored a central idea: our intimate relationship with time – with the sun, with light, and with the natural cycles and their mechanical poetry.

With *Everywhere*, its first creation, Krayon transformed contemporary watchmaking by inventing the first mechanical movement capable of calculating sunrise and sunset times anywhere on Earth, according to date and geographical location.

With *Anywhere*, the complication became more intimate: the wearer can define a personally meaningful location, allowing the luminous cycle that shapes their life to be displayed directly on the dial.

With *Anyday*, Krayon reinvented the mechanical agenda, offering — at a single glance — a complete view of the month: days, dates and calendar structure presented with unprecedented clarity.

Faithful to this singular way of connecting time to lived experience, the Neuchâtel-based Maison now surprises with an unexpected creation — yet one entirely coherent with its DNA: an encounter between the finest contemporary mechanics and one of the universal symbols of childhood and 1980s culture.

Why PAC-MAN × Krayon?

A universal memory

PAC-MAN celebrates its 45th anniversary, and its joyful, simple, luminous universe provides a natural playground for expressing, in a new way, what Krayon does best: telling time as a story.

Born in China in 1986, Fei Hou marks a new chapter in her creative journey with this latest Métiers d'Art creation. Alongside Rémi Maillat – her partner in life and in leading Krayon – she belongs to the PAC-MAN generation, though each with a distinct story.

Rémi, born in Switzerland in 1984, discovered the game in arcades, surrounded by friends, in the electric atmosphere so characteristic of the 1980s. Fei, in Beijing – already in a world where computers entered homes early — played alone, in front of her first machine: a quieter, more analytical, almost meditative experience reflecting the mathematician and engineer she would later become, and her role as Krayon's “second brain.”

Two childhoods, different contexts — yet the same emotion: the mounting excitement, the sense of escape, the hypnotic pull of a small yellow character racing through a maze at full speed.

Together, they form a **creative duo**, as intimate as it is complementary, where their perspectives, cultures, and approaches feed a singular intellectual synergy.

With this limited series of 15 unique platinum pieces, Krayon embraces a distinct artistic approach: childhood emotion rediscovered, a deliberate wink, an uninhibited gesture — and a demonstration of creative maturity.

Fei Hou comments: “*With the PAC-MAN series, Krayon shows that it also knows how to smile.*”

A natural parallel with time

PAC-MAN is a cycle. An endless loop. A character tracing a path, eating up points, triggering modes, traversing scenarios. On Anywhere, a disc turns, a cycle advances, a sun rises and sets, initiating day and night.

The connection was immediate: *“What if the small sun in Anywhere became PAC-MAN? And what if it ate up points, fruits...and the great twilight cookie?”*

An Anywhere complication... played as a level of PAC-MAN

The PAC-MAN series builds on the same movement as the Anywhere collection, a mechanical masterpiece capable of indicating sunrise and sunset anywhere on Earth. Here, the calibre’s micro-mechanics becomes the perfect framework for rendering an iconic game.

Gameplay translated onto the dial:

The concept remains the same as Anywhere, reimagined in the PAC-MAN universe.

The yellow character becomes the day/night indicator, advancing around the dial like the sun in the original complication.

Dots, fruit and ghosts appear according to the sunrise and sunset times of the selected location, animated by a system of superimposed discs.

The “great cookie” symbolises sunset: when PAC-MAN reaches it, night mode begins.

At midnight, the ghost gang turns blue—as in the game, they become “edible” – before regaining their original colours at dawn: red for Blinky, pink for Pinky, orange for Clyde, and light blue for Inky. The direction of their eyes subtly indicates the sunrise position – a detail perfectly aligned with Krayon’s aesthetic logic.

On equinox days, the configuration becomes perfectly symmetrical: twelve hours of day, twelve hours of night.

An aesthetic that remains true to the original 1980 video game

For this series, Krayon chose to return to PAC-MAN’s very origin – the first version of the game, rendered in exact scale, with all the rigour and finesse this demands.

The iconic yellow character, the dots, the fruit and the ghosts retain their precise proportions, as if suspended in their 1980 state.

On a polished onyx dial – perfectly smooth, deep as night – the famous maze unfolds, delicately pad printed for a translucent effect. It becomes visible only when light strikes at a precise angle – a discreet nod, an almost conspiratorial gesture reserved for the wearer.

Along the outer circumference, the fruit and ghosts — all hand-painted — appear to float within this mineral universe. The inscriptions — MIDDAY, MIDNIGHT, MARCH, SEPTEMBER — adopt the original pixelated typography, while the Krayon logo becomes a cartouche distilled into its essential pixels.

A limited series where randomness meets bespoke artistry

As in arcade halls where no game unfolds exactly like the previous one, each Krayon PAC-MAN watch tells its own story. The position of the ghosts, fruit and symbols varies from piece to piece; some ghosts advance on four legs, others on three; strawberries and cherries shift in shape and hue.

Each of the fifteen pieces is unique — **an object suspended between horology and play**, between precious craftsmanship and joyful insouciance.

For each watch two creative paths converged: **chance**—like a “blind box” approach to haute horlogerie; and **bespoke artistry**, and Fei then composed the discs according to her intuition.

Platinum, the Material of Exceptional Timepieces

Faithful to the Atelier's tradition, the collection is crafted in platinum — the metal reserved for the most prestigious projects, Métiers d'Art creations, unique pieces, and special series.

The 39 mm PT950 platinum case frames the onyx dial and its superimposed hand-painted sapphire discs.

The level of finishing aligns with that of Krayon's most sophisticated complications: uncompromising, sculpted by light, conceived to endure with the same elegance with which PAC-MAN has traversed generations.

A playful gesture, yet executed with absolute rigour. Behind the apparent lightness, everything is thoughtfully conceived, calibrated and mastered.

The PAC-MAN collection marks a new dynamic for Krayon: an artistic gesture, a breath of freedom, without ever renouncing the seriousness of mechanics and aesthetic perfection.

It says something essential: Krayon is confident, serene, mature — and free to explore, and to smile.

Fei Hou shares: *“The first games I played were Pac-Man and Super Mario. What I remember most is how you would completely forget about time. You wouldn't even notice how fast it was passing. It was such a simple, pure kind of happiness. Time felt like a journey, not just a number... From my first Métiers d'Art piece until today, it has been an odyssey of expression. And I still believe this Pac-Man watch is an artistic and innovative timepiece. Innovation is not only about movement functions — it is also about vision. Forty-five years ago, the creator of Pac-Man designed that game under extremely limited memory and resolution. Even in that context, it was already art — something creative and ahead of its time. And the charm of independent watchmaking is about people. One person makes the decisions.”*

Rémi Maillat adds: *“We are deeply committed to crafting watches designed to last and transcend fashions. These are exceptional objects, made to accompany a lifetime. A personal object, profoundly unique, connected to a place to which we feel a special connection — a geographical point on the globe, but above all the light, the sun, which shapes the rhythm of life and evokes intimate references and cherished memories.”*

Krayon Origins

Watchmaker-Engineer-Designer Rémi Maillat, the founder of Krayon, possesses a rare gift: the ability to materialise mathematical calculations into extraordinary horological creations — all expressed with a simplicity that feels inevitable. Whether serving renowned clients or giving shape to his own imagination, this exceptionally gifted engineer commands the technical complexities of haute horlogerie with quiet authority.

After presenting his first creation, *Everywhere*, in June 2017, Rémi Maillat unveiled a bespoke timepiece in 2018 — *Everywhere Horizon* — which was awarded the Horological Innovation Prize at the 2018 Grand Prix d'Horlogerie de Genève.

In 2020, he introduced *Anywhere*, faithful to his singular approach to time measurement — a synthesis of mathematics, horological artistry, poetic detail, and philosophical depth. In 2021, Krayon took part in the Only Watch charity auction for the first time, where the unique piece *Anywhere Métiers d'Art*, featuring a sunset inspired by Claude Monet, achieved four times its estimate.

In 2022, Krayon presented a new creation: *Anywhere Métiers d'Art Azur*, produced in a limited series of 15 pieces. Composed in multiple shades of blue, the watch evokes open horizons and shifting skies, its dial executed in champlévé enamel, the composition formed within recesses carved directly into the metal.

The spirit of innovation that drives KRAYON's workshops – at the core of creations with exceptional longevity and reliability.

Four years after receiving the “Best Horological Innovation” Prize, Krayon was awarded the “Calendar and Astronomy” Prize at the 2022 Grand Prix d'Horlogerie de Genève for its second creation, *Anywhere*. Continuing its exacting exploration of our intimate relationship with nature, 2023 saw the introduction of *Anywhere Aurora*, a titanium timepiece featuring a green dial whose colour, achieved through the Atomic Layer Deposition (ALD process), represents a true technological accomplishment

In 2024, Krayon presented the Métiers d'Art series *Anywhere Arborea*, alongside the commission of a unique piece for a prominent figure from the automotive world. These projects highlight the Atelier's bespoke creativity, preserving the highest decorative crafts of watchmaking while transcending the mere instrument of time measurement to become a fully realised work of art.

In 2025, Krayon introduced *Anyday*, the first mechanical agenda watch to offer a complete view of the month at a glance. On its dial, days and dates appear simultaneously, arranged like a true planner for intuitive and immediate reading. Its movement, of singular ingenuity, comprises 378 components and incorporates two cams that ensure the instantaneous advancement of both day and date at midnight. True to Krayon's spirit, *Anyday* responds to a contemporary need: to organise time simply and instinctively on the wrist. With it, the calendar ceases to be a utilitarian function and becomes fluid, poetic, and seamlessly integrated into daily life.

The Krayon Philosophy

The brand has developed methodically, with an artisanal, entirely hand-crafted production that is, by its very nature, limited. Based in a listed 19th-century building on the shores of Lake Neuchâtel, the team has grown progressively, animated by a spirit of excellence.

Today, Rémi Maillat and Fei Hou are joined by twelve collaborators, primarily watchmakers, dedicated to creating refined timepieces. The atelier — with its parquet floors, marble fireplaces, and ceiling mouldings — provides an exceptional setting in which each collaborator takes part in both assembly and finishing. In this way, the “One watch, one watchmaker” philosophy guarantees complete transparency in the manufacturing process and heightens individual responsibility at every stage.

**KRAYON is present in the United States at Cellini, Silver & Oster, and Geneva Seal; in Singapore at The Hour Glass; in Hong Kong at Lavish Attic; in Shanghai at WooHoo Time; in Mexico City at Peyrelongue; in Montreal at Kaufmann; in Riyadh at Clé; in Italy at Pisa; in St. Barth at Diamond Genesis; and in Japan at Kamine; in Monaco at Art in Time.*

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KRAYON

Technical Specifications

Model name:

- Krayon PAC-MAN
 - Limited series of 15 unique pieces
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Movement: Caliber C030

- Diameter: 35.40 mm
 - Thickness: 5.00 mm
 - Patented functional architecture
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Functions:

- Hours and minutes
 - Sunrise and sunset times
 - 24-hour display
 - Simple calendar
 - Month
-

Specifications:

- Power reserve: 72 hours
 - Frequency: 3 Hz
 - Manual winding with stopwork
 - 55 jewels
 - 432 components
-

Displays :

- Central hour and minute display
- PAC-MAN as the hour indicator on the 24-hour dial
- Sunrise time indicated by the position of the ghost's eyes, and sunset time indicated by the position of the big cookie
- Date at 6 o'clock

Watch: PAC-MAN

- Diameter: 39 mm
- Thickness: 9.5 mm
- Water resistance: 30m
- PT950 platinum case
- Onyx dial
- PAC-MAN maze rendered in translucent tampography
- Ghosts and fruit hand-painted
- Aesthetic faithful to the original 1980 game version
- KRAYON cartouche, PAC-MAN-inspired pixelated logo and typography
- Hand-stitched black alligator leather strap
- PT950 platinum pin buckle