



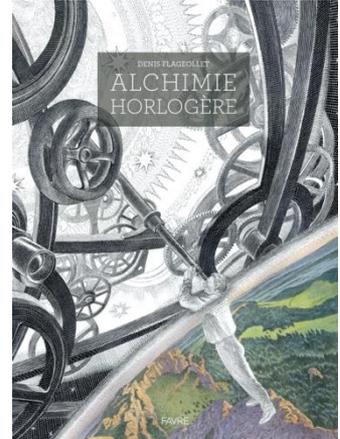
PRESS RELEASE

Ladies and gentlemen, we are delighted to present

Horological Alchemy

Denis Flageollet

188 pages / 19 x 24,5 cm
Release : late November 2022 / 48 CHF



"This book is my attempt to make sense of watchmaking in the 21st century, to open pathways that might inspire inventiveness and audacity in the new generation. To transmit through my own experience the lessons of history, of art mechanics and today's technological potentialities. It is my way of taking part in finding a balance between craftsmanship, art, transmission, industry, technology and economics." DENIS FLAGEOLLET

Denis Flageollet is the son, grandson and great-grandson of watchmakers. In 2002, he co-founded the De Bethune brand, which is rooted in contemporary culture yet nurtured by several centuries of watchmaking history. In this book, he takes a passionate yet critical look at his art.

Alchimie Horlogère (Horological Alchemy) addresses not only technical aspects, but also the acts and actions of the craft, their meaning and the relationship with the material. It builds and progresses like a mandala, exploring the heart of the watchmaking art and its broader setting. It reflects the questions of the last "Horlofabers", their resilience and their capacity to adapt. It is an act of sharing an initiatory experience through wonderment.

Illustrated with numerous archive sketches and drawings, this book is also available in French. Its cover was designed by Belgian artist François Schuiten.

*After studying science in France, **Denis Flageollet** trained as a watchmaker and micro-mechanic in Switzerland. He worked with Michel Parmigiani, before founding with François-Paul Journe the THA company, supplier of exceptional products. In 2002, together with David Zanetta, he launched the De Bethune project, whose Manufacture is located in L'Auberson, in the Jura vaudois region. His work has won several national and international awards.*

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Thank you in advance for making this book known. We are naturally available to provide any further information, a visual of the cover, etc.

Kind regards

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