MUSEUMS, LE BRASSUS

MUSÉE ATELIER AUDEMARS PIGUET

Inaugurated in June 2020, the Musée Atelier Audemars Piguet invites visitors to plunge into the Swiss manufacturer's cultural universe past, present and future. Located in Le Brassus, home of Audemars Piguet, this museum presents two centuries of watchmaking history in a space combining contemporary architecture and pioneering scenography. Looking at the past, present and future, it embodies the Manufacture's free spirit and devotion to the perpetuation of Haute Horlogerie in the Vallée de Joux and beyond.

Echoing the blend of tradition and forward thinking at the heart of Audemars Piguet's craftsmanship, the Musée Atelier links the historical house, where the brand debuted, to a contemporary spiral supported by curved glazing. Some 300 watches, including masterpieces of miniaturisation, technical complexity and avant-garde design, are exhibited in the spiral—a real feat of architecture designed by Bjarke Ingels Group (BIG). The visitors will discover rare timepieces, such as the Universelle—the most complicated watch crafted by Audemars Piguet in 1899—as well as a wide selection of emblematic models including many Royal Oak, Royal Oak Offshore and Royal Oak Concept.

Conceived as a space of live crafts, the Musée Atelier also reveals some of the manufacturer's watchmakers and artisans at work in their transparent workshops. By integrating traditional ateliers at the centre of the museum, Audemars Piguet pays tribute to the passionate craftspeople who have given life to Audemars Piguet, generation after generation.

For those who wish to immerse themselves even further in the world of Audemars Piguet, exclusive Masterclasses are offered. Fully immersed, participants assume the role of a watchmaker and practise fine watchmaking decorations, before assembling one of Audemars Piguet's historical in-house movement.

The Musée Atelier also offers children between the ages of 6 and 10 an immersive, fun and exciting tour. Mixing history, practical workshops and entertainment, this guided group tour takes place every Wednesday afternoon and offers youngsters an interactive introduction to the world of watchmaking.

GOOD TO KNOW

By reservation only



CONTACT

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PDF généré le 10.11.2026