



Press release – Le Régulateur Louis Erard x atelier oï  
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## "THE CONTEMPORARY TIME"

**The collaboration between Louis Erard, the Swiss watch brand and atelier oï, one of Switzerland's most renowned design studios, has given birth to a new interpretation of Le Régulateur Louis Erard x atelier Oï unveiled in Milan in shades of gold and blue that reflect the creativity of both houses.**

How to materialise space and time? How to materialise the contemporary spirit of the watch when connected technology has disconnected watchmaking from its primary necessity: telling the time?

Louis Erard sought the expertise of atelier oï to rethink their iconic model, the Regulator, with the aim of bringing together key players in watchmaking tradition and Swiss craftsmanship. This collaboration transcends the strict domain of watchmaking, as atelier oï excels in architecture and design as well. This invitation stems not only from close professional ties but also from a friendly relationship dating back to the 1990s, illustrated by the career path of Manuel Emch, current CEO of Louis Erard, who began his career with an internship at atelier oï.

Over three decades, atelier oï has become a global reference in its field, garnering numerous accolades that underscore its unique character. The name "oï" is borrowed from the Russian "Troïka," symbolizing the energy of a trio, namely the three co-founders, Aurel Aebi, Armand Louis, and Patrick Reymond.

For Louis Erard, the goal is to democratize the watchmaking universe and make accessible what is often perceived as reserved for an elite. This challenge is accompanied by an exploration of contemporary creation with its references, reflections, and reinterpretations.

atelier oï proceeded in a basic way: "To radiate from the centre outwards." Taking care to reduce the technical vocabulary as much as possible, reminiscent of the shape of a sundial. The result is a surface engraved with asymmetrical rays, the light of which reveals reflections and contrasts - echoing the passion of the members of atelier oï for the material and the play of light. The art of engraving being expressed here in its essence: drawn lines. These lines create a space, to which the hands add the dimension of time.

Le Régulateur has naturally imposed its own rhythm: the hands (hour, second) become centres from which rays emerge, generating visual kinetics that each movement of the wrist animates, giving the two-dimensional dial the depth of a radiant architecture. A pure work of art, which nothing can break, not even the Louis Erard logo.

The reading of the time emerges somewhat dematerialized - each element of the dial reminds of the importance of time, notably the discreet the minute-circle still appears around the edge of the dial, with a more pronounced line every five minutes and exactly sixty segments. A nod from atelier oï to the smartphone generation: "Today, the object watch has another meaning."

  
**LOUIS ERARD**

**Le Régulateur Louis Erard x atelier oï ref. 85237AA56.BVA175**

**Limited edition of 18 pieces**

**Recommended retail price: CHF 3,750**

Movement	Automatic regulator, Sellita SW266-1 calibre, 11½", Ø25.60 mm, height: 5.60 mm, 31 jewels, 28,800 VpH (4Hz), élaboré grade movement, meticulously decorated, special openworked oscillating weight with black lacquered Louis Erard symbol, approx. 38 hours of power reserve
Functions	HMS Hour hand at 12 o'clock, central minute hand, second hand at 6 o'clock
Case	Polished stainless steel, Ø42 mm, lug width: 22 mm, lug to lug: 49.60 mm, thickness: 12.25 mm, 3 pieces, domed sapphire crystal with anti-reflective treatment on both sides, movement visible through the transparent caseback, water resistant up to a pressure of 5 bars (50 m/165 ft), signature fir tree crown, caseback engraved with "atelier oï x Louis Erard Limited Edition 1 of 18"
Dial	Golden 2N, matt and polished, 60 planed lines marking the minutes Dial designed by atelier oï according to their artistic identity
Hands	Blue baton hands
Strap	Grained blue calf leather with tone-on-tone stitching, black grained calf leather lining, polished stainless steel pin buckle, ergot bars for quick strap change Dimensions: 22/20mm width, 80/115mm length
Collaboration	Watch developed in collaboration with atelier oï in a limited edition of 18 pieces





# LOUIS ERARD

## ABOUT ATELIER OÏ

Derived from the Russian word "troika", a team of three, atelier oï was founded in 1991 in La Neuveville, Switzerland, by Aurel Aebi, Armand Louis and Patrick Reymond. With a team spirit and an intimate relationship with the material, atelier oï has been working for 30 years to dissolve barriers between genres and promote transdisciplinary creativity.

Born from an intuitive and emotional affinity between the three founders, atelier oï works in the fields of architecture, interior architecture, product design and scenography, with a collaboration between disciplines, creating holistic solutions from object to space. The co-founders have a strong interest in nature and natural materials, and their expertise in transforming these allows them to carry out both emotional and artisanal projects.

The three founders are architects, designers and boat builders, all members of the Federation of Swiss Architects FAS and headed the Swiss Design Awards as President of the Federal Design Commission between 2008 and 2016. Trained at the school of architecture funded by Alberto Sartoris in Switzerland, the founders also received honorary doctorates from this institution.

atelier oï encourages experimentation and cultural exchange, through their work with clients and their own initiatives, and as visiting professors in a number of leading institutions, including ETH Zurich, ECAL Renens, the Guangzhou Academy of Fine Arts and the Kuwasawa Design School in Tokyo.

The combination of local roots and international know-how has enabled atelier oï to design objects for a wide variety of national and international clients, including Artemide, B&B Italia, Bulgari, Foscari, Louis Vuitton, Nespresso, Pringle of Scotland, Rimowa, USM and WonderGlass. atelier oï has also organised monographic exhibitions of its work in Zurich, São Paulo and Tokyo. atelier oï is also working on a humanitarian project for Smiling Gecko in Cambodia.

atelier oï's projects have been recognised globally and have won some of the most prestigious awards including multiple IF Design Awards, European 3 Award, European Museum of the Year Award, Red Dot Award and the product of the year award from Architectural Record.

## ABOUT LOUIS ERARD

Based in the Jura mountains, the birthplace of watchmaking, Louis Erard embodies the values of Swiss mechanics, the tradition that keeps its promises. Combining luxury, timelessness and elegance, this independent brand is renowned for its mechanical watches and in particular its iconic regulators. A collection on which the brand, founded by Mr Louis Erard in 1929, built its reputation.

Today, continuing the work of its founder and honouring the watchmaking tradition, the Maison is reinterpreting the codes in a contemporary language, revisiting its artistic crafts and opening up its field of expression through collaborations and exchanges of know-how. Louis Erard continues to set itself apart from mass-market brands. Inspired by high-end watchmaking, the brand draws on its values to enhance its mechanical timepieces.

### CONTACT

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