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Genre de média: Médias imprimés
Type de média: Presse spécialisée
Tirage: 1'467
Parution: mensuelle

N° de thème: 038.017
N° d'abonnement: 38017
Page: 22
Surface: 21'867 mm²

«Imagine Japan» in Neuchâtel

Girard-Perregaux announced the opening of the exhibition «Imagine Japan» at the Musée d'ethnographie in Neuchâtel (MEN). The introductory part of this exhibition conceived by the MEN was inaugurated on the historically significant date of February 6, 2014, coinciding with the official commemoration of the 150th anniversary of the first Friendship and Trade Treaty between Switzerland and Japan.

Exhibited in this area are pocket watches exported to Japan by François Perregaux, who pioneered in the mid- 19th century the introduction of Swiss watches into the Land of the Rising Sun. Belonging to Girard-Perregaux's own in-house museum, these timepieces are a precious testimony to the links that have tied the Swiss watchmaker, based in nearby La Chaux-de-Fonds, to the Japanese archipelago for over a century and a half.

Commissioned by the Union horlogère watchmakers' association to establish an export post, he set up shop in Yokohama in 1860, becoming the first Swiss watch merchant to be established in Japan, just a few years before the signature of the Friendship and Trade Treaty referred to above. In 1865 the merchant from Le Locle founded in Yokohama the company F. Perregaux & Co and remained the official agent of Girard-Perregaux until his death in 1877.

The MEN conserves in its archives an exceptional collection of images relating to the Japan of the 1860s, consisting of over 2,500 items (photographs, prints, drawings and paintings) brought together by the locally-born traveler Aimé Humbert, the first artisan of the treaty between Switzerland and Japan.

The exhibition «Imagine Japan» is open until 19th April 2015. Due to the fragility of the prints and the climatic conditions, the number of visitors in the exhibition space is limited to fifty people at a time. ◦



» 2'500 images - photographies, estampes, dessins et peintures - réunies par le Neuchâtelois Aimé Humbert, artisan du premier traité Suisse-Japon.

L'exposition «Imagine Japan» est ouverte jusqu'au 19 avril 2015. En raison de la fragilité des estampes et des conditions climatiques, le nombre de visiteurs dans l'espace d'exposition est limité à cinquante personnes à la fois. ◦