
TIME FOR POLITICS

*Yvan Arpa is back:
relevant and acerbic as ever...*

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11 MARCH 1984. The eccentric French musician Serge Gainsbourg, who had been invited to the – massively popular – 7/7 show on French television, takes a French 500-franc note out of his pocket and... sets it on fire, after first declaring that he knows this is illegal*!

5 NOVEMBER 2011. Yvan Arpa, the ‘rebel’ of Swiss Haute Horlogerie, presents the ‘Bye Bye Euro’ model, which is fitted with a dial made from the pulp of European single currency banknotes (papier-maché) and a case from melted-down coins!

I DID NOT THINK this association up on my own. Yvan Arpa told me so himself during a conversation about his watch that stirred the ‘still waters’ of Swiss Haute Horlogerie. He stated that the reason behind the creation of this specific watch – although the same probably applies to most of his creations – lies in the fact that he believes that there is now a sense of ‘sterilisation’, both in the sphere of Haute Horlogerie as well as in our everyday lives.

HE DESCRIBES HIMSELF as ‘anti-politically correct’ and sternly criticises this ‘evolution’ that has made us all the same, while at the same time no one dares to express personal opinions. So, he says: “People are political beings. And, until just a few years ago, this inclination always found a way to express itself. Today people function within a specific framework and have lost their capacity to express themselves and, by extension, to think for themselves. Personally, I allow myself the right to make assumptions. And, with this watch,



*Serge Gainsbourg,
in the well-known scene
on French television*

I have put forward the following assumption: I believe that these recent events have paved the way for the demise of the Euro. I may be right, or I may be wrong. However, let me tell you that the first piece I produced was purchased by a very well-known Auction House specialising in timepieces. It is safe to assume that they believe there is a good chance its market value will increase sharply!...”

LET US RETAIN from Yvan Arpa’s interview his freedom to keep thinking, without restricting his thoughts within the narrow confines we are accustomed to, and using his difference in order to create unique timepieces that impress some of the friends of Haute Horlogerie and

outrage all the rest, a fact which turns each one of his timepieces into ‘conversation pieces’...

THE ‘BYE BYE EURO’ has a 47mm-diameter steel case, while every piece is unique. In the press release presenting the watch, he dedicates its creation to Sarkozy, Merkel, Berlusconi and Papandreou, so that they may remember, as he says, their dream that did not come true!

HE HAS JUSTLY BEEN dubbed the ‘enfant terrible’ of Haute Horlogerie although, in reality, he implements only a small part of his – even more incredible – ideas...

**Let us note that Gainsbourg had burnt the 500-French-franc note, in protest against the high taxes in his country and, of course, his act had sparked a tumultuous reaction.*

BYE BYE EURO



{ ArtyA Bye Bye Euro }