SWATCH JOINS LCDF27 AS A MAIN PARTNER

CELEBRATING ART, JOY OF LIFE, AND CREATIVITY IN SWITZERLAND'S FIRST CAPITAL OF CULTURE

BIEL, SEPTEMBER 2026

In 2027, La Chaux-de-Fonds makes history as Switzerland's first Capital of Culture, with Swatch as a main partner, bringing the brand's unmistakable energy to a year dedicated to art, exchange, and discovery. The partnership connects two worlds that have always been central to Swatch: Swiss watchmaking and creativity.

Launched in 2013 and inspired by similar initiatives across Europe, the Swiss Capital of Culture highlights the country's cultural diversity while contributing to the long-term development of its regions.

For Swatch, supporting lcdf27 builds on its longstanding commitment to art in all its forms. At les Anciens Abattoirs, the beating heart of lcdf27, Swatch supports two major year-long installations. Swiss multimedia artist Pamela Rosenkranz's *SOURCE* explores the visible and invisible systems that shape the city, transforming the outdoor area of the exhibition space, Le Jardin, into a place for light, scent, nature, reflection, and encounter. Meanwhile, Swiss artist Florian Graf takes a playful approach with an installation of figurative sculptures inspired by familiar games and universal themes including time, luck, strategy, and resilience. Designed to be experienced rather than simply observed, the installation invites visitors to meet, play, and interact, echoing the sense of fun and creativity that has always defined Swatch.

Swatch is also putting international creativity on another track. The Swatch Art Peace Hotel's artist residency in Shanghai will collaborate on "Les Wagons," transforming the decommissioned railway carriages at Les Anciens Abattoirs through art. They will remain in place throughout the year, with dedicated Swatch moments and experiences planned within the carriages, inviting visitors to discover different sides of the Swatch universe.

Swatch is thrilled to celebrate La Chaux-de-Fonds throughout 2027 as a place where art, creativity, and unexpected encounters come to life all year round, including a series of interactive experiences to be announced in due course.

ABOUT SWATCH

Positive provocation and joie de vivre made in Switzerland: since its founding in 1983, Swatch has shaken up the watch industry. Thanks to its striking designs which always reflect the zeitgeist, Swatch is one of the leading watch manufacturers and the most sought-after brands in the world — and has always stayed true to itself. The watchmaker continues to surprise, whether with regularly released new models or special collections. The revolutionary way in which Swatch thinks and acts has always been evident with its early involvement in action sports, such as BMX, skateboarding and surfing. The Swatch Art Peace Hotel in Shanghai embodies the brand's love of art and brings together artists from around the world.

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