



THE LAST ONE

Hublot & Takashi Murakami's 13th and Final Classic Fusion Unique Piece Sells for Record Price at Phillips' TOKI: Watch Auction in Hong Kong

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Nyon, Switzerland, November 27, 2024 – An incredible result to conclude one of the most exciting watch collaboration series in modern watchmaking. The 13th and final unique piece in Hublot X Takashi Murakami's NFT series was sold at Phillips TOKI Watch Auction in Hong Kong for HKD 2,095,500 including the buyer's premium, offered by Phillips, smashing the original estimate of HKD 450,000 by multiple times.

For Hublot, this auction sale of the **Classic Fusion Takashi Murakami Black Ceramic Rainbow** was not only an opportunity to demonstrate the creative possibilities between the worlds of Swiss watchmaking and contemporary Japanese art, but also to give back to a great cause that is dear to the manufacture. Hublot has always believed in using its platform for the greater good and supporting initiatives that can concretely bring positive changes. As such, all the proceeds from the realized price (excluding premiums) of the Classic Fusion Takashi Murakami Black Ceramic Rainbow are being donated to **Fond'Action contre le cancer**, a Swiss-based non-profit foundation established in 1999 with the objective of financing innovative research projects in oncology, with treatments in the pre-clinical or clinical phase that are directly applicable to cancer patients in Switzerland and around the world.

Shortly after the Phillips TOKI auction in Hong Kong, Hublot CEO Julien Tornare invited Fond'Action's Chairman of the Board Professor Serge Leyvraz and the Director of the Foundation Mrs. Anne Brunner to receive the check for Hublot's contribution to their activities.





*“Hublot is truly humbled and honored to be able to make this gesture towards Fond’Action contre le cancer”, shared Hublot CEO **Julien Tornare**. “Fond’Action has been one of the Switzerland’s leading foundations in cancer research for many years, and Hublot has always believed in its cause and sought different ways of supporting it. With our dear friend Takashi Murakami, we are proud to demonstrate that watchmaking and art can be used for a greater good. I would like to thank the bidders for their generosity, as well as Phillips for creating such an exciting auction as well as all the media for spreading awareness about the auction and our unique piece with Takashi Murakami. We look forward to continuing supporting Fond’Action”*

Fond’Action’s Chairman of the Board Professor **Serge Leyvraz** added, *“We are grateful to Hublot for its contribution to Fond’Action on this occasion and throughout the years. We also want to thank Phillips for their generosity and Takashi Murakami for his precious and personal implication. Our work in innovating cancer treatments simply wouldn’t be possible without the support of steadfast friends and partners such as Hublot. Together, we can provide hope and longevity to cancer patients in Switzerland and across the world.”*

Classic Fusion Takashi Murakami Black Ceramic Rainbow

True to Takashi Murakami’s multimedia and multidisciplinary approach to breaking down the constructs of contemporary art and Hublot’s daringness to go where no watchmaker has gone before, the pair introduced a novel concept in 2022 by bridging the digital and the physical. What began as a series of 324 unique NFT artworks by Murakami inspired by low-res videogame graphics and TVs from the 1970s gave way to accessing 12 unique editions of the Classic Fusion Takashi Murakami, each paired with its own unique artwork that were available on Hublot.com.

Based on Hublot and Takashi Murakami’s first-ever collaborative timepiece, the Classic Fusion Takashi Murakami Black Ceramic is the perfect fusion of innovative watchmaking and contemporary, kinetic art. Featuring Murakami’s signature Smiling Flower, its gem-set face is set above the sapphire crystal, adding three-dimensionality to the piece. Between the dial plate and the hands, the twelve petals form a disk that spins with the motion of the wrist. Powered by Hublot’s UNICO automatic manufacture movement with a power reserve of 72 hours, the petals spin thanks to an ingenious ball-bearing system developed by Hublot’s engineers.

And while each of the 12 unique Classic Fusion Takashi Murakami Black Ceramic pieces featured a rainbow smiling flower face with 103 gemstones, each piece had a single color and type of gemstone on the spinning petals. The 13th and final piece essentially combines the 45mm black ceramic case of the first-ever Hublot X Takashi Murakami Classic Fusion series with the rainbow petals of the Sapphire Rainbow edition, incorporating 384 gemstones onto the petals to form a perfect color gradient with different types of rubies, sapphires, amethysts, tsavorites and topaz stones.

Along with the unique timepiece, the winning bidder will also receive an NFT artwork linked to the watch, as well as a very rare opportunity to visit Takashi Murakami’s studio in Miyoshi, Japan.



HUBLOT

Hublot is a Swiss watch manufacturer founded in 1980 and based in Nyon. For its first ever timepiece, this fundamentally disruptive company combined gold with a rubber strap in a case with a design inspired by a ship's porthole (*Hublot* in French). Thus, the Art of Fusion was born, blending tradition, innovation, craftsmanship, worlds and talents. It became the brand's aesthetic and technical signature.

This identity was strengthened in 2005 with the Big Bang, which attested to an unrivalled know-how in terms of complications, manufacture movements and state-of-the-art materials. Carbon, titanium, ceramic and sapphire have been developed on this model to technical extremes.

This ground-breaking, high-quality approach to watchmaking is summed up in its philosophy 'Be First, Unique and Different.' It gradually led to other collections with innovative designs: Classic Fusion, Shaped Collection (Spirit of Big Bang, Square Bang) and Manufacture Pieces. These draw on high levels of craftsmanship, both in terms of the materials so dear to Hublot (such as Magic Gold, brightly-coloured ceramics and sapphires) and its manufacture movements (Unico chronograph, Meca-10 and high complications such as the Tourbillon, the Cathedral Minute Repeater and the specific Manufacture Pieces movements).

Hublot's world extends to powerful partnerships including football. 'Hublot Loves Football' has become the slogan at the world's biggest sporting events (such as the FIFA World Cup™, Premier League, UEFA Champions League, UEFA EURO™) and through its ambassadors. This love of football continues in art, design, music, sport, fine dining and sailing. Lastly, Hublot's implication in joint environmental projects with SORAI and Polar Pod reflects its concern for the issues of the day.

Over 140 boutiques around the world share Hublot's fervour and values, alongside the Hublot.com e-commerce site.



**CLASSIC FUSION TAKASHI MURAKAMI
BLACK CERAMIC RAINBOW**



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REFERENCE

507.CX.9099.RX.TAK23
UNIQUE PIECE

CASE

Satin-finished and polished black ceramic

Diameter: 45 mm
Thickness: 13.45 mm
Water resistance: 5 ATM

CASEBACK

Polished black ceramic

BEZEL

Satin-finished and polished black ceramic

GLASS

On Top the Polished Smiling 3D Flower Head
Set with 103 Colored Gemstones

DIAL

Microblasted rhodium-plated
Rotating décor with 12 petals
set with 384 coloured
gemstones

MOVEMENT

Unico Manufacture, self-winding
Frequency: 4 (28'800 A/H)
Power reserve (hours): 72
Number of components : 256
Jewels : 30

STRAP AND CLASP

Black lined rubber
Black-plated stainless steel
deployant buckle clasp

