



ZEITGEIST
VISION OF TIME
L'AIR DU TEMPS

ZEITGEIST is an expression, which has been used in various fields and has been interpreted very differently. Furthermore, it is probably impossible to translate it in languages like English or French. Nevertheless, we have tried to do so. ZEITGEIST could be something like

- a predominant view of an era
- the thinking and acting of a certain age
- the change which occurs from period to period

but naturally also

- products, works and objects, which have been created in a certain temporal field and have been presented on the market.

The creation of “THE ZEITGEIST COLLECTION” is in fact due to a new strategy for the small and not well-known Swiss watch brand SAINT-BLAISE. We started collecting artworks with reference to time and history, with the intention to afterwards present the timepieces in combination with the artworks. Furthermore, we worked with artists to create editions of art prints, which we offered to the buyer of our limited timepieces.

The art collection has been completed over the years and currently consists about 200 works of contemporary art since 1950. The counterpart of the collection consists approximately 100 wrist and pocket watches, a lot of them unique or limited watch editions.

A particularity of this collection is that we did not just collect works of visual arts and artistic watchmaking but also historic documents as well as artistic features.

www.zeitgeist-collection.com