

EVENTS/CAUSES

Panerai presents conceptual art project at Homo Faber 2024

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Panerai is partnering with thebackstudio, an artistic duo known for contemporary light art and design, on installation that remains live at the biennial exhibition through the end of the month. Image credit: Panerai

By LUXURY DAILY NEWS SERVICE

Italian watchmaker Panerai is participating in a public biennial event that uplifts craftsmanship.

The brand has taken to the Fondazione Giorgio Cini, a cultural center on Venice's San Giorgio Maggiore Island, for Homo Faber 2024. Fitting the exhibition's current theme, "The Journey of Life," Panerai is partnering with thebackstudio, an artistic duo known for contemporary light art and design, to present an installation that remains live through the end of the month.

"We are honored to be part of this culturally rich event once again," said Jean-Marc Pontrou, CEO of **Panerai**, in a statement.

"At this year's Homo Faber, the theme 'The Journey of Life' mirrors our own reflections on time," Mr. Pontrou said. "The site-specific installation developed by the talented artistic duo thebackstudio showcase our dedication to the art of watchmaking and our ongoing pursuit of innovation, where luminescence comes through in the spirit of hand-made Italian creativity."

Artistic ties

Panerai is backing a conceptual light display through the duration of the exhibition, from Sept. 1 - 30, 2024.



Italian watchmaker Panerai is participating the biennial event from Sept. 1 - 30, 2024. Image credit: Panerai

Located in the Sala degli Arazzi, the installation, which “demonstrates Panerai’s commitment to integrating time-honored techniques with modern innovations,” according to a statement, was selected by Italy’s Matta gallery.

It uses a modular design in a manner that aims to visually mimic the intricate mechanics of Panerai’s watchmaking process, celebrating the brand’s legacy of horological expertise.



The installation’s modular design is meant to represent the intricate mechanics of Panerai’s watchmaking process. Image credit: Panerai

Guided by the theme “The Journey of Life,” this year’s edition of Homo Faber is curated by Italian film director and producer Luca Guadagnino and Milan-based architect Nicol Rosmarini.

Panerai’s ties to Homo Faber, led by the Michelangelo Foundation, a private nonprofit cofounded by Richemont CEO Johann Rupert and the luxury group’s advisor Franco Cologni, date back to 2018 ([see story](#)).