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NEWS

**WATCH BRAND ARTYA SET TO REVEAL NEW TIMEPIECE DURING BASELWORLD**  
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February 24, 2010 - Geneva, Switzerland - Reported by Elite Traveler, the Private Jet Lifestyle Magazine

Sculpted with an electric charge of 1,000,000 volts, the stainless steel case of Artya's new Tesla Skeleton Tourbillon reveals the openwork movement enveloped in the transparency of two sapphire crystals. Yvan Arpa's watchmaking vision teamed up with Valérie Jaquet's technical expertise to assemble, connect and fuse the Tesla's coil, barrel, mainspring, copper wires and electronic resistors to the tourbillon movement.

The movement's arrangement, inspired by Tinguely's artistic approach, draws the eye's attention towards the superimposition of the components: its pierced main plate displays beveled and sandblasted bridges, which emphasize the interplay that takes place between the rhodium plated gears and the red, blue and green electrical cables.

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The Tesla Skeleton Tourbillon is fitted with a matte black American cane toad skin strap, which is resistant to perspiration, UV radiation and water.

For more information visit [www.artyawatch.com](http://www.artyawatch.com)

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