

WATCHES AND JEWELRY

# Audemars Piguet locks eyes with global music community, expands concert series

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*The activation mark the latest APxMusic initiative update. Image courtesy of Audemars Piguet*

By ZACH JAMES

Swiss watchmaker Audemars Piguet is embracing musical artistry with a fresh connection.

In collaboration with German electronic music label Keinemusik, the horology label hosted a daytime concert experience in the Swiss Alps. The event, held on Sept. 6, marks the latest action the brand has taken through its APxMusic program, adding to the conversations surrounding the luxury space in popular culture around the world.

"The collaboration between Audemars Piguet and Keinemusik highlights a mutual desire to mix immersive scenography, nature and music for the audience to enjoy unforgettable, exceptional experiences," said Ilaria Resta, CEO of Audemars Piguet, in a statement.

## Bringing the noise

The concert, held in Lucerne, Switzerland last week to an intimate crowd, spotlighted the work of DJs and producers Adam Port, &ME and Rampa, founding members of Keinemusik.

On stage on top of the Brgenstock mountain range, the performers merged tech-forward beats with idyllic scenery. The group also premiered a new song, created in collaboration with South African DJ Lungelihle Zwane, best known by her stage name Uncle Waffles.

## *Audemars Piguet takes viewers behind the scenes of the partnership*

The watchmaker is releasing a video series to coincide with the concert, titled "APxKeinemusik," showcasing the event and creative process behind the music label through a variety of vignettes, interviews and shared experiences.

With this project, Audemars Piguet aims to reaffirm its commitment to the arts, specifically its connections with the music industry, ranging from massive stars to budding regional talents.

"The collaboration with AP happened super naturally," said Gregor Stterlin, better known by his stage name Rampa, in a statement.

"We have the same attention to detail and the urge to create unique experiences," Mr. Stterlin said. "So, it just made sense to sit down and design something together."

## Industry connections

The APxMusic program got its start in 2019. Now, five years later, Audemars Piguet is pushing to take it to new heights.

Through small-scale shows, like its collaborations with Keinemusik and the Montreux Jazz Festival ([see story](#)) earlier this year, the maison is seemingly testing the waters for larger activations, with the company promising “many surprises to come” in the near future as it continues its aim to “seek beyond.”



*The watchmaker is connecting its name with staples of popular culture. Image courtesy of Audemars Piguet*

In the past, the horology label has worked with music industry titans such as Jay-Z, Quincy Jones and Mark Ronson ([see story](#)). Since the end of 2023, Audemars Piguet has also linked up with American rapper Travis Scott ([see story](#)) and American singer and guitarist John Mayer ([see story](#)) to present bespoke timepiece creations.

With massive names in pop culture as friends of the brand, alongside up-and-coming talents, the possibilities for the future of APxMusic are varied, both in size and scope.