

MB&F M.A.D.Gallery

The MB&F M.A.D.Gallery concept is a captivating universe of kinetic art where Horological Machines and Mechanical Art Developments reign supreme.

MB&F's first M.A.D.Gallery opened in Geneva in 2011, a stone's throw from MB&F's offices and atelier in the heart of the city's old town.

A second M.A.D.Gallery was inaugurated in June 2014 in Taipei with the collaboration of local retail partner Swiss Prestige.

A third M.A.D.Gallery, operated by Ahmed Seddiqi & Sons, opened in Dubai in January 2016 and is now located in The Dubai Mall.

A fourth M.A.D.Gallery was established in October 2018 in Hong Kong (Ocean Terminal) thanks to our local retail partner Elegant Watch and Jewellery.

MB&F created the M.A.D.Gallery in order to situate their Horological and Legacy Machines in an appropriate context and along the way, they have discovered kindred spirits in the world of mechanical art. MB&F Founder and Creator Maximilian Büsser explains the concept behind the gallery and the common thread running through the fascinating pieces in the collection:

"We saw the M.A.D.Gallery as the perfect platform to showcase our own Machines as well as other pieces of kinetic art by other creators whom we greatly admire.

MB&F create Machines that tell the time, not to tell the time. They are unique examples of mechanical horology but, more than that, they are pieces of three-dimensional kinetic art. The same goes for all the creators featured in the gallery: their craft transcends a practical purpose and their creations assume the status of artworks.

Thanks to the M.A.D.Gallery, we are meeting like-minded artists operating in parallel worlds; people who think like us and share our passion for creating mechanical art."

Inside the galleries, not only will you find the complete range of MB&F's Horological and Legacy Machines, but you'll also have the pleasure of discovering carefully-curated pieces – or, as MB&F like to call them, Mechanical Art Devices – from around the world, each one making your heart beat that little bit faster.

www.madgallery.net

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For further information, please contact:

Juliette Duru, Communication Manager, MB&F M.A.D.Gallery, Rue Verdaine 11, CH-1204 Geneva, Switzerland

Email: jd@mbandf.com . Tel.: +41 22 508 10 36