Year: 2019
Location: Switzerland
Program: Factory

SWATCH OMEGA / Omega Factory



This project is an extension to the main campuses of Swatch and Omega, two of Switzerland's leading watch manufacturers. The site is located in Biel/Bienne, in the center of the watch-manufacturing district. The three timber buildings provide a new headquarters for Swatch, a production facility for Omega, as well as a building containing a museum and conference hall for Swatch and Omega. The Swatch building has an organic form constructed from a wooden gridshell structure, reflecting Swatch's playful and innovative philosophy. In contrast, the Omega building uses the formal language of post-and-beam construction, expressing Omega's commitment to precision watchmaking. Each building has a shape that reflects the culture, spirit, and identity of the respective corporations.

Swatch Headquarters

— Under Construction

— Completion

Cité du Temps

Omega Factory