FOR IMMEDIATE RELEASE · HEILIGERLEE / NEW YORK, 4 NOVEMBER 2026

Van Bergen 1795 and Alex Righetto present *Mona Lisa's Daughter*

Three Pièces Uniques and fifteen numbered pieces, hand painted by the artist, to be presented in Monaco in July 2027



Pièces Uniques I, II and III in 18K yellow gold, 18K rose gold and platinum. Renderings; the finished timepieces may differ in the finest details.

Heiligerlee / New York, 4 November 2026. Van Bergen 1795, the haute horlogerie maison born of a Dutch bell founding dynasty, and the Italian painter Alex Righetto announce *Mona Lisa's Daughter*, a collection of eighteen watches built around Righetto's painting of the same name. Alex Righetto paints the dial and the micro rotor of every Pièce Unique by hand. The collection will be presented officially in Monaco in July 2027, in the presence of the artist.

The painting

In 1499, in Florence, Lisa Gherardini, wife of the silk merchant Francesco del Giocondo, lost a daughter in infancy. Four years later Leonardo da Vinci began her portrait, the painting the world knows as the Mona Lisa. The child appears in no painting.

In 2023 Alex Righetto asked what she might have looked like had she lived, and what she would look like today. His answer is *Mona Lisa's Daughter*, an oil on canvas of 150 by 120 centimeters. Her face is vivid and exact; elsewhere the figure dissolves into patches of colour. The artist describes the work as a memento mori, a reflection on presence and absence, life and death.



Alex Righetto, Mona Lisa's Daughter, *2023. Oil on canvas.*

From 23 to 29 April 2023 the painting appeared on two monumental digital screens in Times Square, New York, one of them more than 30 metres wide, before an estimated 2.5 million passersby. It was first shown to the public at The House of Arts in Wynwood, Miami, and exhibited during Art Basel Miami in December 2025. It has been featured by Vogue, GQ and Vanity Fair. The canvas is not for sale.



Times Square, New York, April 2023.



Alex Righetto in the studio.

The watches

The collection comprises three Pièces Uniques and fifteen numbered pieces, all based on the Heero, the first watch of Van Bergen 1795. Every piece carries the signature of Alex Righetto engraved on the case, and the portrait appears twice: on the dial, and on the micro rotor seen through the sapphire case back.

On the three Pièces Uniques, case and bracelet are set entirely with baguette diamonds, and Alex Righetto paints the dial and the micro rotor of each piece by hand, so that no two are alike. The fifteen numbered pieces carry the portrait on an enamel dial, five in each of three golds, and are delivered on an 18K gold bracelet with quick change mechanism together with a leather strap.

PIECE	MATERIAL	DIAL	PRICE
Pièce Unique I	18K yellow gold, set with baguette diamonds	Hand painted	On request
Pièce Unique II	18K rose gold, set with baguette diamonds	Hand painted	On request
Pièce Unique III	Platinum, set with baguette diamonds	Hand painted	On request
Nos 1 to 5	18K rose gold	Enamel	On request
Nos 1 to 5	18K yellow gold	Enamel	On request
Nos 1 to 5	18K white gold	Enamel	On request

Fifteen per cent of the price of each Pièce Unique will be given to a charity that will be revealed in due time. Five per cent of the proceeds of the fifteen numbered pieces will be given to Tota Pulchra in Rome, the association that brings artists together within the cultural sphere of the Holy See.



Rendering. The finished timepiece may differ in the finest details.

Calibre VBA01

The watches are driven by Calibre VBA01, a Van Bergen manufacture calibre developed with a leading independent Swiss atelier: automatic, with a recessed micro rotor in 18K gold, 5 Hz (36,000 vibrations per hour) and 2.5 mm high. Its sonnerie au passage strikes twice every hour with the largest hammer ever set in a wristwatch, visible with the gong through the sapphire case back. The case back is engraved with the name of the collection, the signature of the artist and, on the numbered pieces, the number of the piece.





The Coffret Midwolda, and the oak sea chest in which it travels. Renderings; the finished timepiece, coffret and sea chest may differ in the finest details.

The Coffret Midwolda *and its sea chest*

Each Pièce Unique is presented not in a box but under a bell. The Coffret Midwolda is a real bell, 200 mm across, cast in bell bronze and tuned to the note of the watch's gong, resting on a plinth of Dutch bog oak joined with a ship's carpenter's dovetails and treenails. Lifted by its crown, the bell reveals the watch; struck with its hammer, it answers the watch. Its cast inscription reads VIVOS VOCO · MORTUOS PLANGO, I call the living, I mourn the dead. The drawer holds a third portrait, a small oil on copper by Alex Righetto, for the collector alone.

The coffret travels in an oak sea chest, built as Andries Heeres van Bergen would have built one, bound at the corners in brass and lined in red cloth. It is carried by rope beckets twisted in the blue, ivory and gold of the Van Bergen torse, braided in Florence on a warping machine made to Leonardo's design.

"I grew up with bells the way other children grow up with paintings. My grandfather, the last master founder at Heiligerlee, taught us that a bell is a work of art you hear before you see: its ornament cast in bronze, its voice tuned by ear. In this collection painting and sound finally meet, her portrait on the dial and a bell to strike when she is revealed."

BARON BOB JUCHTER VAN BERGEN QUAST, PRESIDENT, VAN BERGEN 1795

"For 230 years a Van Bergen bell has called people together. With Alex, that voice finds a face: a daughter who was never painted, now worn on the wrist and kept under a bell."

ERIK MEIJER, CEO, VAN BERGEN 1795

"During my research I discovered that Lisa del Giocondo is believed to have lost a daughter. I wanted to give that child a voice. On a watch she lives closer to people than any canvas allows: she turns with every movement of the wrist."

ALEX RIGHETTO

ENDS

About Van Bergen 1795

In 1795 the bell of Midwolda, in the north of the Netherlands, cracked, and Andries Heeres van Bergen, master of his own workshop before he was twenty-two, offered to cast it himself. Six generations of founders followed, casting bells for towers worldwide from the foundry the family built at Heiligerlee in 1862, today the Bell-Foundry Museum and the seat of the maison. Van Bergen 1795 carries that heritage into haute horlogerie. Its first watch, the Heero, a sonnerie au passage, premièred at Top Marques Monaco in May 2026, held under the High Patronage of HSH Prince Albert II. 1795. reimagined.

About Alex Righetto

Alex Righetto is a Veronese painter, trained at the Academy of Fine Arts in Verona, who lives and works in the United States. His figurative work reinterprets the Italian and European tradition with a contemporary hand. In 2024 he presented *Romeo and Juliet: The Metamorphosis* at Windsor Castle and at Palazzo della Gran Guardia in Verona, where more than 13,000 visitors attended; his work has also been shown at the Kaiserliche Hofburg in Innsbruck, in London, Milan, Florence, Cannes and Miami, and at Art & Luxury Monaco in 2026. He belongs to the artists' network of Tota Pulchra in Rome.

PRESS CONTACT

Erik Meijer

CEO, Van Bergen 1795
erik@vanbergen1795.com
+33 6 7234 6810
vanbergen1795.com

Alex Righetto

Contact: Stacy Francis
stacyfrancis@alexrighetto.art
+1 727 301 6261
alexrighetto.art · monalisathedaughter.com

NOTES TO EDITORS

- High resolution images, the brochure of *Mona Lisa's Daughter* in high resolution and a brochure devoted to the work of Alex Righetto are gathered in the press folder, also linked from vanbergen1795.com/press-kit.
- Prices on request. Specifications are subject to change.
- The beneficiary of the charitable donation will be announced separately.