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Co-founder of URWERK  
Artist and Chief designer

**FELIX BAUMGARTNER**

Co-founder of URWERK  
Master watchmaker



**THE UR-100V MAGIC T  
OR WHEN URWERK REVISITS  
THE PRINCIPLES OF MINIMALISM**

**URWERK**<sup>®</sup>  
BY BAUMGARTNER + FREI



**THE UR-100V MAGIC T - OR WHEN URWERK REVISITS THE PRINCIPLES OF MINIMALISM**



## **PRESENTING THE UR-100V "MAGIC T"**

GENEVA – 26 APRIL 2023

After the black of carbon and the muted grey of raw titanium, **URWERK** continues to explore these 'cold' colours that come to life under the light and enlighten the informed eye. More than just work on colour, the new **UR-100V Magic T** is about research into nuances, reflections and chromatic subtleties. It features a luminous and intense metallic grey, now delicately nestled on the wrist. From case to bracelet, this **UR-100V Magic T** is all about titanium and pure magic.

Like a blank page, the **UR-100V** lends itself to all its creators' desires and fanciful touches. "*The look of this 100 collection offers scope for endless interpretations*", explains **URWERK**'s artistic director and co-founder **Martin Frei**. "*We have created a watch that assumes the role of our 'classic'. A versatile timepiece that changes mood and appearance over time. And even though I am one of its creators, I perpetually discover and rediscover it in its different variations, always with the same impatience and the same pleasure*", he concludes.

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"This **UR-100V Magic T** fully deserves its nickname evoking the magic of titanium. This material lends itself beautifully to the finest finishes. We have loved and admired raw titanium, and now we have it gleaming in full brilliance, thanks to light, refined shot-blasting. All the beauty of the metal is there. We also worked on the legibility of our timepiece, adding complexity to the dial that is now broken down into several elements to give it more structure. Try to distinguish between the many different levels of this 3D creation and you will discover that everything has been thought through right the way down to the smallest details, pushing the limits of perceptibility", says **Felix Baumgartner**, master watchmaker and co-founder of **URWERK**.

Right from the outset, the 100 collection was conceived with simplicity and minimalism in mind. 'Simple' is an easily uttered word that nonetheless cannot totally reflect the full extent of **Martin Frei**'s aesthetic linguistics and **Felix Baumgartner**'s horological technicality. The former plays with shapes, creating a design vocabulary that is a living language. The latter constantly reinvents new ways of bringing to life **URWERK** wandering hours – the principle of hands-free hours and minutes display based on satellites moving along a graduated arc of a circle. A first carries the hours and the other the minutes. And when one hours satellite has completed its 60 minutes, the next one bearing the next hour appears in front of the number zero minutes index.

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No one would have imagined that this principle, extrapolated from a 17<sup>th</sup> century clock, could be explored, transformed and transmuted with such creativity in space, volume and time. **URWERK**'s capacity for reinvention without ever deviating from its fundamental principles is doubtless the core reason behind its longevity. Demonstrating a strong sense of nuance, the **UR-100V Magic T** can logically be compared to a 'colour exploration vehicle'. In the metaphorical sense, it is just as much so as its predecessors; while aesthetically speaking, many of its details relate to celestial bodies.

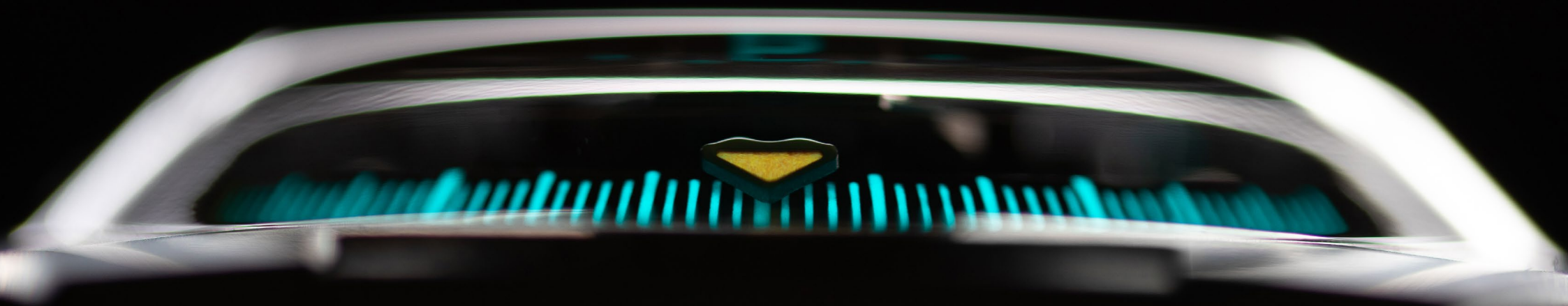


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Even more explicitly than all other **URWERK** creations, the **UR-100V** is entirely bound up with the realm of space. Not just because its design can be described as that of an UFO. Not merely because its impossible-to-categorise design evokes a whole different dimension beyond the boundaries of current watchmaking. It bears two long recesses on the sides of its satellite carrier. The first is a counter for kilometres – those travelled by the Earth along its own axis in 20 minutes, namely 555. The other also counts kilometres – this time those travelled by the Earth around the Sun during the same period of time, namely 35,740. The **UR-100V** thus bear witness to the Earth's trajectory through the interstellar void, where our blue planet is accompanied by a Magic T-coloured heavenly body.

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# THE UR-100V MAGIC T - OR WHEN URWERK REVISITS THE PRINCIPLES OF MINIMALISM



## UR-100V MAGIC T

LIMITED EDITION

### MOVEMENT

|                      |  |
|----------------------|--|
| <b>Calibre</b>       | Calibre Selfwinding UR 12.02 movement governed by a Windfänger airscrew  |
| <b>Jewels</b>        | 40   |
| <b>Frequency</b>     | 28,800 v/h - 4Hz   |
| <b>Power reserve</b> | 48 hours   |
| <b>Materials</b>     | Satellite hours on beryllium-bronze Geneva crosses; aluminium carousel; carousel and triple baseplates in ARCAP alloy                        |
| <b>Finishes</b>      | Circular graining, sanding, shot-blasting, circular satin finishing<br>Chamfered screw heads<br>Hours and minutes painted in Super-LumiNova® |

### INDICATIONS

Satellite hours; minutes; rotational distance at the Equator in 20 minutes; orbital distance in 20 minutes

### CASE

|                         |   |
|-------------------------|---|
| <b>Materials</b>        | Material Sanded shotblasted titanium.               |
| <b>Dimensions</b>       | Width 41.0 mm, length: 49.7 mm, thickness : 14.0 mm |
| <b>Glass</b>            | Sapphire crystal                                    |
| <b>Water resistance</b> | Pressure-tested at 3ATM (30m)                       |
| <b>Bracelet</b>         | Titanium, with 32 sanded shot-blasted links         |

### PRICE

CHF 58,000 (Swiss francs / excluding tax)



## ABOUT URWERK

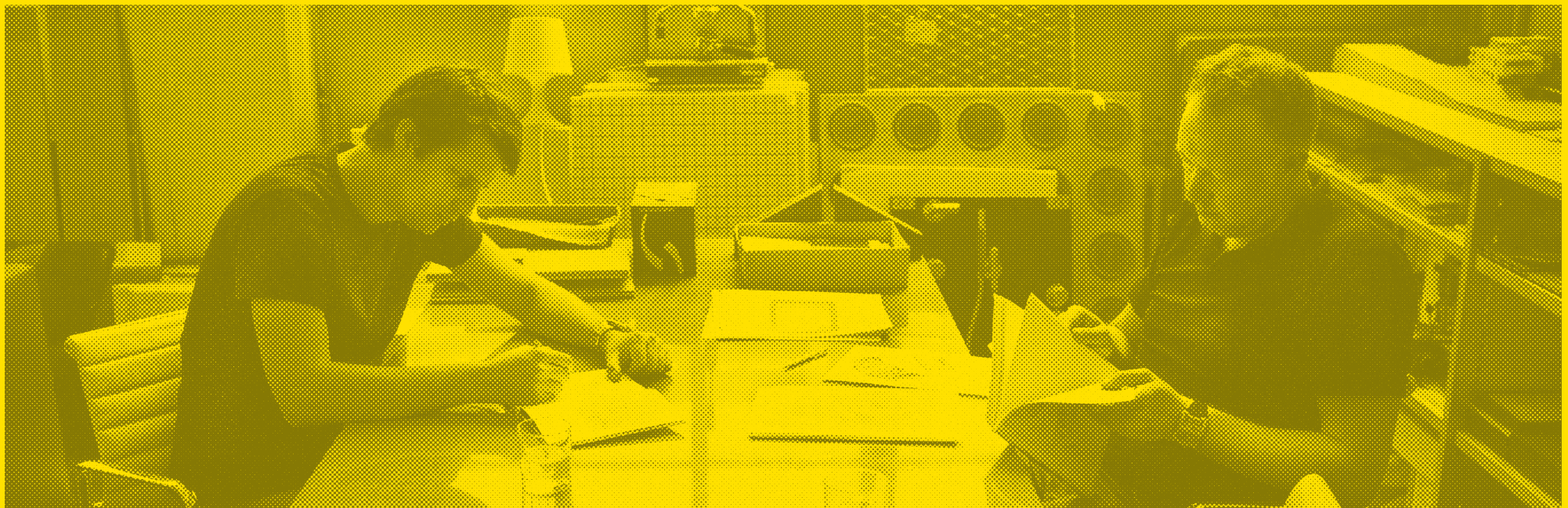
*“Bringing out yet another version of an existing mechanical complication was not our aim,”* says **Felix Baumgartner**, master-watchmaker and co-founder of URWERK. *“Our watches are unique because each has been conceived as an original work. That is what makes them valuable and rare. Above all, we want to explore beyond the traditional horizons of watchmaking.”* **Martin Frei**, chief designer and the other co-founder of URWERK, develops the aesthetic signature for each of the models.

*“I come from a world of total creative freedom. I’m not cast in the watchmaking mold, so i can draw my inspiration from my entire cultural heritage.”*

While **URWERK** is a youthful company established in 1997, it is regarded as a pioneer on the independent watchmaking scene. Producing 150 watches per year, **URWERK** sees itself as a House of artisans where traditional expertise and avant-garde aesthetics coexist in perfect harmony. **URWERK** develops complex

and modern watches unlike any others and meeting the most demanding Haute Horlogerie criteria: independent research and design, cutting-edge materials and hand-crafted finishing.

The roots of the name **URWERK** date back to 6000 BC and the Mesopotamian city known as Ur of the Chaldees. Observing the shadow cast by the sun on their monuments, the Sumerians first defined the unit of time as we know it today. The word “Ur” also means “beginnings” or “origins” in German and the last syllable of the **URWERK** signature also comes the same language, since “werk” means creating, working and innovation. A tribute to the constant work of successive master-watchmakers who have forged what we now refer to as Haute Horlogerie.







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**THANK YOU!**

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