

▶ EXCEPTIONAL
WATCHES AND
JEWELRY

▶ **Martin Frei**, co-founder of the brand, is the artist behind all the designs of URWERK watches



URWERK

▶ **UR103 in red gold** (50 x 36 mm), mechanical hand-wound movement with satellite hour and minute indication, titanium control board on the back with 43-hour power-reserve display and movement fine-tuning function, water-resistant to 30 meters

▶ **UR103 Hexagone** in black platinum and titanium (50 x 36 mm), mechanical hand-wound movement with satellite indication of the hours and minutes treated with SuperLumiNova, titanium control board on the back with 43-hour power-reserve display and movement "fine tuning" function, water-resistant to 30 meters, limited edition of 10

Exceptional watches... from Zurich to Geneva

URWERK never does things the way other people do. Instead of integrating all the divisions contributing to the production of its timepieces, the brand founded in 1997 by Felix Baumgartner and Martin Frei deliberately gives life to its avant-garde creations from three different places: two in Geneva, and one in Zurich. This geographical originality is entirely in tune with the URWERK spirit.

Based in Zurich, Martin Frei plays a key role within the brand. He is the URWERK artist. He needed a light-filled, peaceful atmosphere in which to create the artistic dimension of the brand collections. Armed with soft lead pencils or water colours, he gives shape to a dreamlike, unreal world on paper.

In Geneva, on the Rue des Noirettes, a large centre of craftsmanship, a kind of cooperative of independent artisans. Among the most faithful residents of the centre, the Gros company has been established there for many years. Their speciality is machining complex parts to within infinitely small tolerances. The Gros workshops house a number of CNC machines. Not all are exactly new, but the technicians controlling them are well acquainted with their every detail. From the back of an UR202 machined to the nearest micron, to a case with no right angles and requiring a dedicated set of tools and components, this team is ready to cope with any kind of difficulty. Mainplate, case, satellites, case-backs: 80% of the parts making up URWERK watches are currently machined by Gros.

And it's also here in Geneva that everything ends. Or that everything begins. On the Rue du Rhône, in an all-white 80 m² office, URWERK offices spring to life, successively assembled, dismantled and reassembled



► **UR103T in steel** (50x36x13.5 mm), mechanical hand-wound movement (Caliber 3.03, triple mainplate in black ARCAP P40, hour indication on satellites driven by "Geneva Crosses". Titanium control board, 43-hour power-reserve indicator, 15-minute and seconds adjustment, hour adjustment screw

► **Felix Baumgartner**, master-watchmaker and co-founder of the URWERK brand

► **UR103 in white gold** (50 x 36 mm), mechanical hand-wound movement with satellite hour and minute indication, titanium control board on the back with 43-hour power-reserve display and movement fine-tuning function, water-resistant to 30 meters



until their creator is entirely satisfied. URWERK-Genève is the nerve centre of the small watch company. The "proprietary" complications take shape under the supervision of master-watchmaker Felix Baumgartner. The team comprises five people in all: two watchmakers, a watchmaking assistant and an administrative.

This pooling of talents has enabled the brand to create timepieces featuring an immediately recognisable appearance, such as the UR103 collection interpreted in white or red gold. Its originality is visible at first glance. Four satellites serve to support the hour indication. They alternatively glide over the minute graduation, thus enabling twin analog and digital time read-off modes. They are characterised by two complex horological features: the first lies in the 4 satellites of the UR013, made in aluminium to ensure their lightness and mounted on a "Geneva Cross". They are attached to a kind of titanium carousel and placed on a module made from ARCAP, a stainless anti-magnetic alloy. The second appears on the back of the UR103 in the shape of the famous patented URWERK "control board" enabling precise adjustment of the minutes and seconds. It also includes a 43-hour power-reserve display and a regulating screw – a nod to Abraham-Louis Breguet – allowing the owner of the UR103 to control the "heartbeat" of his watch.

Presented in January 2009, the *UR103T* will soon be taking its own place in the collection. The meaning of the T is immediately apparent, as in T for Tarantula.

The latest model in the UR013 collection clearly derives part of its genetic heritage from the famous representative of the world of spiders. First and foremost its aesthetics: the central cross of the classic UR103 – an orbital cross in spider – has been replaced here by a metal structure. This composition hems in the four hour satellites, revealing just one at a time, that of the exact time which glides along the minute rail. On the UR013T, time once again regains its conceptual and philosophical dimension. All that counts is the moment in hand, which relegates the past to the background and only hints at the future. It also features the grace of the tarantula, with each satellite performing a four-time dance. Once it leaves the stage after passing the 60-minute indication, each satellite makes a complete rotation in 12 hours, in a ballet one never tires of admiring.



► **UR 202 "Turbine Automatic"** in white gold (45.6 mm x 43.5 mm x 15 mm), mechanical self-winding movement with "Turbine Automatic" regulating system (UR Caliber 7.021), satellite complication, hour indication by three pivoting and rotating blocks, minute indication with telescopic hands, day/night and moon-phase functions

► **UR 202 "Turbine Automatic"** in red gold (45.6 mm x 43.5 mm x 15 mm), mechanical self-winding movement with "Turbine Automatic" regulating system (UR Caliber 7.021), satellite complication, hour indication by three pivoting and rotating blocks, minute indication with telescopic hands, day/night and moon-phase functions

Innovation that flouts conventions

Christened the **UR 202 "Turbine Automatic"**, this timepiece by URWERK features time read-off on three pivoting hour blocks, crossed through by a telescopic hand indicating the minutes along a segmented track located in the lower part of the watch. This satellite indication evokes that of the 201, but is now complemented by the display of the moon phases and of the day and night. Housed in a white or red gold case, the movement powering this ingenious interpretation of time also features an extreme degree of innovation. The entirely original automatic winding system is based on fluid dynamics. The differences in pressure created inside the UR202 by two turbines, visible on the back of the case, determine the strength of its winding. When positioned in "free" mode, the turbines coupled with the rotor absorb shocks and violent gestures that might damage the mechanism, without hampering winding. When positioned in "sport" mode, the two turbines act like two air brakes and reduce winding force by around 35%. In "stop" mode, the turbines are slowed to a halt and lock the rotor. A genuine watchmaking UFO with a surprisingly comfortable ergonomic design.