

The UR-103 takes a last bow with two exciting limited editions

Basel – March 2010

The basic idea was incredibly daring: to imagine and invent fine watchmaking complications of the future instead of copying the past; creating the complications of tomorrow, but built on the solid foundation of traditional watchmaking culture. In 2003, this challenge was taken up URWERK's founders, master-watchmaker Felix Baumgartner and artist-designer Martin Frei, with everything they possessed . . . and more. Their goal: to create at the beginning of the 21st century a postmodern timepiece for the 21st century. It would become the UR-103!

Presented for the first time at the AHCI stand at Baselworld 2003, the UR-103 was pure provocation against the established horological order. And it was received as such. The UR-103 was as much hated as it was adored. It created awe and scandal in equal measure. Awe due to the totally unconventional way it indicated the time with its four orbiting satellites replacing the traditional hour hand. With the UR-103 reading the time was transformed into a sensory experience. The artistic dimension of this creation upset temporal perceptions, perceptions acquired and embedded over a lifetime. No hands? Reference marks were missing or distorted and must be somehow recreated. The UR-103 was also outrageous because, for the first time, a timepiece featured both an incredible new complication coupled with a totally new innovation: orbiting hour satellites on top and a control board on the back. This was the modern equivalent of the introduction of the tourbillon or the perpetual calendar. The old world was tipped upside down by URWERK's juxtaposition of an avant-guard complication balanced with a respect for tradition.



URWERK has always been considered an out-of-the-ordinary watchmaking company, a planet outside the horological solar system. » explains Felix Baumgartner. « Already in 2003, we had the desire to create a watch that was in phase with its time - truly contemporary. Of course nobody should create the future without respecting the past. All of our timepieces reference the culture of traditional watchmaking, which was handed down to me by my father, who is a restorer of high quality antique clocks. URWERK's creations do not snub the past, on the contrary, they build on tradition as they explore new paths. »

Today the 103 collection celebrates its 7th and last anniversary. That's correct, URWERK will cease production of the 103 collection at the end of 2010. As Martin Frei says, « Our 103 collection enters its seventh year of life and for URWERK that is its maturity and its plenitude. The 103 was URWERK's first true masterpiece, full of audacity and challenge. And to my eye it also symbolizes a perfect balance between elegance and engineering. That is a very fragile equilibrium, but with the 103 I think that we succeeded. This iconic timepiece deserves to finish at the top.»



In a last assault the « Tarantula » returns. And for its last stand it takes the guise of the Mexican Fireleg. This is a more pure animal rendition of the UR-103T. It looks more aggressive, more venomous and is unmistakable with its vivid orange luminescent markings.



On a more peaceful note, the UR-103T "Shining T" unveils its mechanism for all to see: ARCAP P40 bridge; titanium Geneva crosses; orbital cross in ARCAP P40 ; and hour satellites crafted from transparent sapphire. The elegant fluidity of the 103's mechanics is exposed for all to appreciate.

The evolution of the 103 collection stops here. It is collection that fought bravely to win its place in collector's hearts. Revolutionary in 2003, the UR-103 will now become a classic. Classics never fade away. Classics never go out of style.

Model: UR-103T – « Mexican Fireleg » (édition limitée 60 pieces)

Case available in stainless steel treated with AlTiN (Aluminium, Titanium, Nitride) or 18k gold treated with AlTiN (Aluminium, Titanium, Nitride)

Dimensions: 50mm x 36mm x 13.5mm (including lugs)

Movement: Calibre 3.04 manual winding ; 21,600bph/3Hz; Power reserve: 36 hours ; Triple bridges in black ARCAP P40 ; Time indication by hour satellites rotated by Geneva crosses; Orbital cross, hours and minutes treated with orange Super-Luminova

Control Board: Grade 5 titanium, power reserve indicator, 15-minute and seconds dials for precise time-setting, user adjustable fine-tuning screw

Model: UR-103T - « Shining T » (édition limitée 33 pieces)

Case in 18k gold treated with AlTiN (Aluminium, Titane, Nitride)

Dimensions: 50mm x 36mm x 13.5mm (including lugs)

Movement: Calibre 3.04 manual winding ; 21,600bph/3Hz; Power reserve 36 hours ; Triple bridges in black ARCAP P40 ; Time indication by sapphire hour satellites rotated by Geneva crosses

Control Board: Grade 5 titanium, power reserve indicator, 15-minute and seconds dials for precise time-setting, user adjustable fine-tuning screw

Media contact:

Ms Yacine Sar

e-mail: press@urwerk.com

direct phone number: +41 22 900 2027

cell phone: +41 79 834 466UR5



The UR-103 by Felix Baumgartner in three dates

Geneva – 10 January 2002

« We are sitting around the table. The company's (URWERK) bank statement is lying on the table. At the top there is a number: 100,000 Swiss francs. That is all we have after five years of hard work. Five years of struggling to give life to our dream, but achieving very limited success. We have already come very close to stopping a few times before, because of orders cancelled the day before delivery and components being too expensive to afford. We feel like we are on a big emotional roller coaster; euphoria one day followed by depression the next. Today we are in the hollow. We have finished the design of our new watch, but have barely enough money to put it into production. We are card players sat around the poker table. We can either put everything into the pot and risk it all on one throw, or admit it is too hard and call it a day. 100,000 Swiss francs is a significant sum to share if we walk away. But we step back a little. 100,000 Swiss francs is a small sum to relaunch our enterprise. We have to make a decision. Now. First vote around the table, then a second round. URWERK is clinically dead. It makes absolutely no sense to continue, it would be stupid. We look at each other. Surely it cannot finish like this? Let's go to the end. We find faith. URWERK is not dead. The UR-103 will live! ».

Basel – 3 April 2003

« Here we are now at 9 am beside our presentation case on the AHCI stand at Baselworld 2003. We are cruelly conscious of the fact that this is make or break time. We have faith in our latest creation, the UR-103. A new complication with its time indication using rotating hours on satellites - a work in three dimensions - with another world first on the back of the watch, the Control Board. The case is a modern piece of sculpture. We know that we put our absolute best into this creation. The only concession is the steel case, but we could not afford an expensive gold case, but the piece is finished and we feel that it is as beautiful technically as it is aesthetically. We are conscious of the fact that it is a timepiece for sophisticated and knowledgeable collectors. Our UR-103 is for true lovers of horology and we had that very much in mind when we created it. But will they understand? 4pm and we receive our first order. This is the highlight of all my 28 years, I feel as though I am the King of the World! »

Geneva – 6 January 2010

« We finalized the first UR-103T "Shining T". This is the first piece of the last 103 model. It is difficult to imagine that the final chapter in the history of the 103 collection has been written today; however, we are obliged so that we can launch our next challenge. We are on the final straight line. So long. »