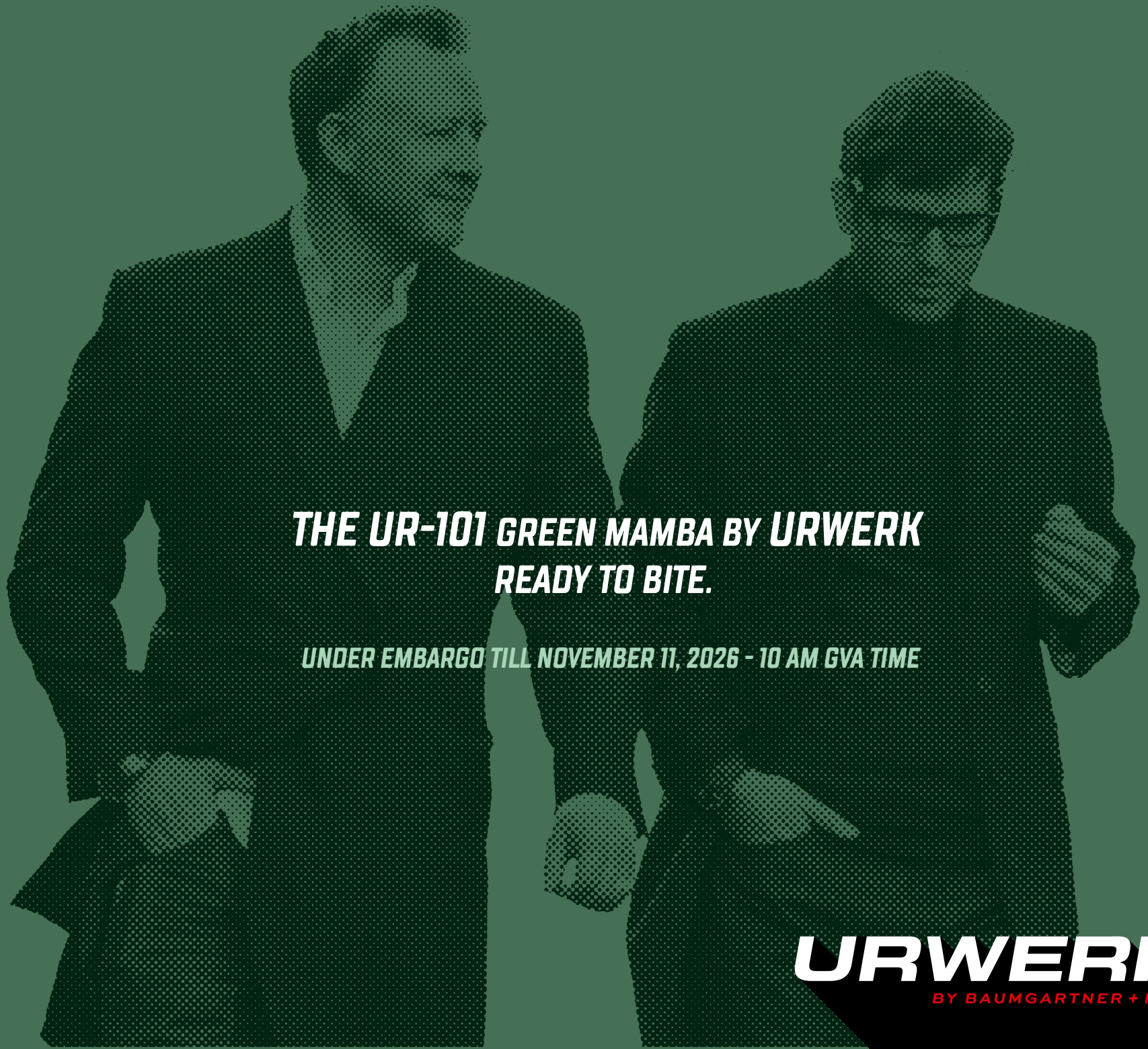


MARTIN FREI
Co-founder of URWERK
Artist and Chief designer

FELIX BAUMGARTNER
Co-founder of URWERK
Master watchmaker

THE UR-101 GREEN MAMBA BY URWERK
READY TO BITE.

UNDER EMBARGO TILL NOVEMBER 11, 2026 - 10 AM GVA TIME

URWERK®
BY BAUMGARTNER + FREI



THE UR-101 GREEN MAMBA BY URWERK

GENEVA - NOVEMBRER 11, 2026.

READY TO BITE.

Deep black. Vivid green. Two colours are all it takes to endow the **UR-101** with a novel presence. With this original interpretation of one of its founding models, **URWERK** returns to a form of essential radicalism. The black case absorbs the light, while the green dial stands out from the shadows and surges from the darkness. A stark, immediate contrast naturally inspiring the name of this iconic new model: **the UR-101 *Green Mamba.***

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UR-101 GREEN MAMBA



A RETURN TO ROOTS

The UR-101 is one of **URWERK**'s earliest creations. Unveiled at Baselworld in 1997, it already embodied the principles that would come to define the brand: unconventional architecture, a way of reading the time freed from traditional conventions, as well as a determination to turn mechanical watchmaking into a true visual language.
Nearly 30 years on, its outline has lost nothing of its originality – quite the contrary!

In this new version, black highlights the purity of its forms. The case appears to be distilled to the role of a protective shell around the time display. Then comes the green. Vivid. Sharp. Accurate.

As **URWERK** co-founder and master watchmaker **Felix Baumgartner** explains,
*"With the **UR-101 Green Mamba**, we're returning to something very instinctive. This was a watch driven by an extremely simple intention: to display time differently. Here, the case almost erases the object itself, revealing only the essential information. Black enables it to disappear, while green gives it a distinctive identity."*

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UR-101 GREEN MAMBA



A LIGHT IN THE NIGHT

Co-founder and artistic director of **URWERK Martin Frei** shares:
*"I love the idea of an object that becomes almost invisible, then reveals itself a moment later. The display then leaps out at you in a techno-green: the colour of a spaceship's control panels and also of a jungle-lurking mamba's luminescent eyes. At the same time, this display takes us back to the origins of watchmaking in the Renaissance, when astronomical instruments gave rise to a new way of telling the time. In our new interpretation of the **UR-101**, the hour-marker wanders along an emerald-green circular segment, set within an asymmetrical case coated in Panter Black: a nod to the Millennium Falcon from Star Wars."*

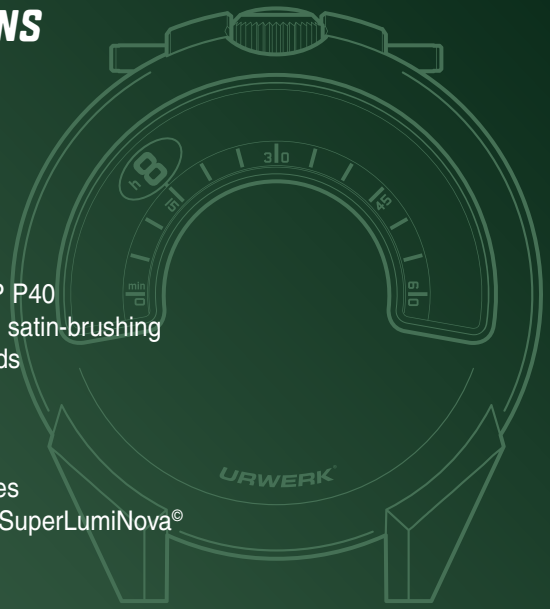
Produced in a 50-piece limited edition, the **UR-101** ***Green Mamba*** thus continues the story of a model which – nearly 30 years after its creation – remains one of the purest expressions of the **URWERK** spirit

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UR-101 GREEN MAMBA



TECHNICAL SPECIFICATIONS



MOVEMENT

Calibre	UR-1.01V, self-winding
Jewels	28
Frequency	28,800 vph – 4 Hz
Power reserve	48 hours
Materials	Copper, brass, ARCAP P40
Finishes	Snailing, sandblasting, satin-brushing Chamfered screw heads

INDICATIONS

Wandering hours on two satellites, minutes
Hours and minutes markers painted with SuperLumiNova©

CASE

Materials	Case and caseback in black PVD-coated steel
Dimensions	41 mm in diameter, 10.3 mm thick
Crystal	Glare-proofed, metallised sapphire crystal
Water resistance	Pressure-tested at 30m / 3ATM

STRAP

Material	Black rubber with black calfskin lining
Pin buckle	Black DLC-coated steel

PRICE

CHF 33,000 (Swiss francs // excluding tax)

50-piece limited edition

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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, artistic director and the other co-founder of **URWERK** who develops the aesthetic signature for each of the models, expresses the same strong convictions. "I come from a world of total creative freedom. I'm not cast in the watchmaking mould, so I can draw my inspiration from my entire cultural heritage."

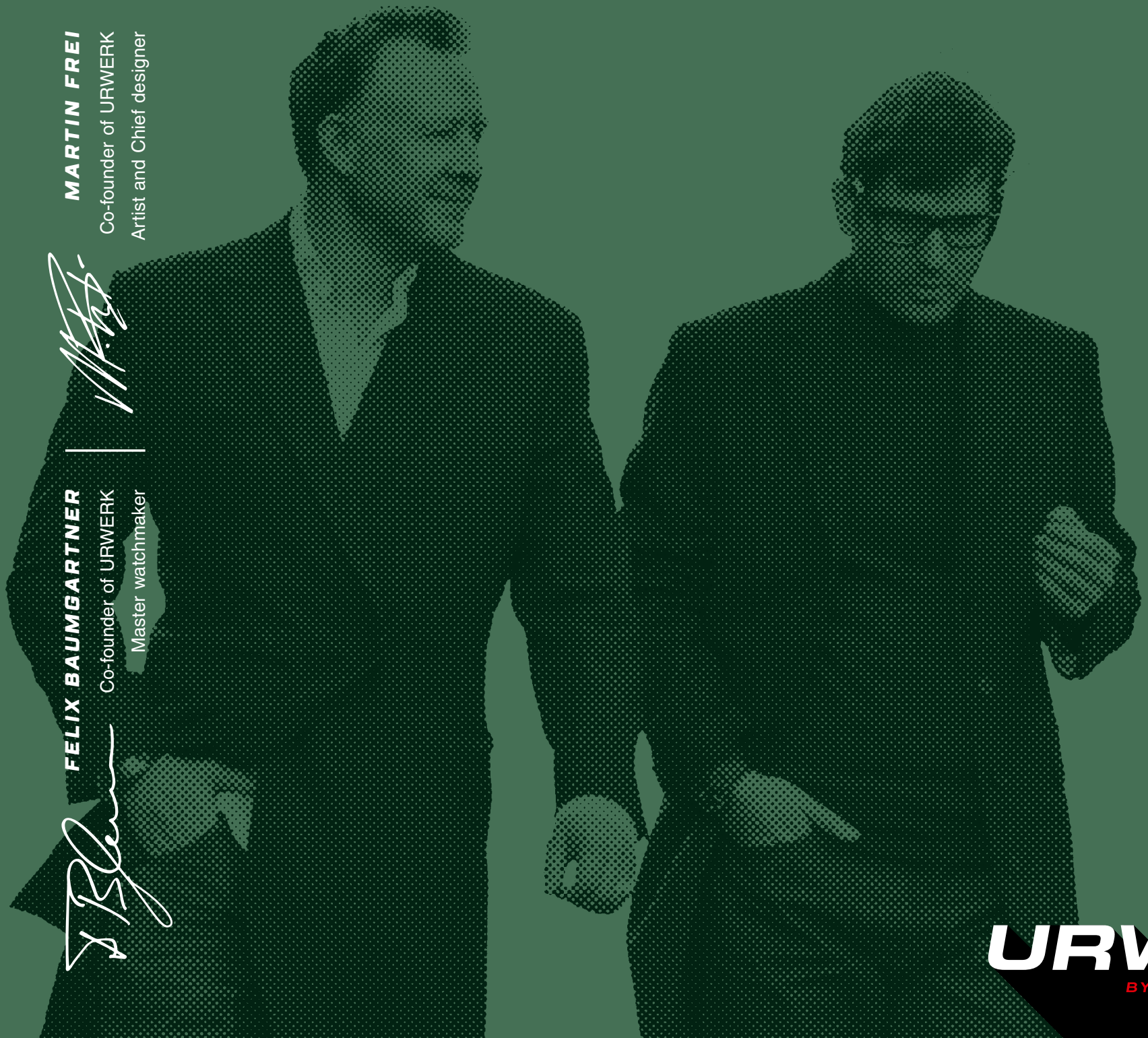
While **URWERK** is a youthful company established in 1997, it is regarded as a pioneer on the independent watchmaking scene. Producing 150 watches per year, URWERK sees itself as an artisans' workshop where traditional expertise and avant-garde aesthetics coexist in perfect harmony. **URWERK** develops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