

"After studying visual design and arts I came in contact with a wide variety of influences and cultures. When the world of horology opened its doors to me, I entered with my entire artistic luggage in tow. I did not find having an art background limiting, instead, my art opened new horizons to watch design. Technique, concept and aesthetics, are, above all, acts of creation."

Martin Frei, URWERK founding partner and Chief Designer



- 1966** Born in Winterthur - Switzerland. Martin's father was an physicist while his mother was his first art teacher.
- 1987** Diploma in Graphic Design from the School of Visual Arts, Zurich
- 1989** Bachelor of Arts at the Hochschule für Gestaltung und Kunst in Luzern, Switzerland. There as a student of Roman Signer, an internationally renowned Swiss artist
- 1990** One year course on Video and Film at the Hochschule für Gestaltung und Kunst in Luzern
- 1994** Founded the Artist group called U.S.A.- United Swiss Artists - in Lucerne with artist-friends. U.S.A. did exhibitions, videos and performances.
- 1995** Meeting with the Baumgartner to discuss a watch. Came up with the name URWERK and sketches for the first UR101/102
- 1997** Co-founds URWERK SA with Felix Baumgartner. Their goal: to design and craft haute Horlogerie timepieces blending tradition with futuristic vision. Presents first watch at Basel with the AHCI: the UR101
- 2006** Presents the Opus 5 developed with Harry Winston
- 2009** URWERK celebrates its 12th anniversary
- 2010** The 103 collection celebrates its 7th and last anniversary