

100 | UR

Felix Baumgartner

FELIX BAUMGARTNER
Co-founder of URWERK
Master watchmaker

Martin Frei

MARTIN FREI
Co-founder of URWERK
Artist and Chief designer



**'HERE COMES THE SUN'
WITH THE UR-100 'ELECTRUM'
BY URWERK**

URWERK[®]
BY BAUMGARTNER + FREI



'HERE COMES THE SUN' WITH THE UR-100 "Electrum" BY URWERK



PRESENTING THE UR-100 "Electrum"

GENEVA, AUGUST 30TH 2021

Electrum is one of the original precious materials, regarded by the ancients as a veritable treasure. This gold and silver alloy was indeed much coveted among Ancient Greeks, Amerindian civilisations and Ancient Egyptians. While the first coins were minted from this metal, the noble, flamboyant, luminous material gradually fell into oblivion... while awaiting a much-deserved new lease on life.

URWERK recreates this magic in the UR-100 *Electrum* which proudly proclaims 'here comes the sun' as the Beatles famously sang.

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'HERE COMES THE SUN' WITH THE UR-100 "Electrum" BY URWERK



The UR-100 *Electrum* is the new edition of URWERK's 100 collection. This 25-piece edition has a case made of an organic gold and palladium alloy. In addition to its sunny yellow colour, it features a structured, pleated and undulating surface. This highly distinctive aesthetic is based on the numerous aesthetic references of Martin Frei, co-founder of URWERK.

*"The case of the UR-100 *Electrum* is covered with grooves. Everyone can project their own universe into this design. I see the tiers of an ancient Greek theatre, the subtle pleats of an Iris van Herpen dress, a piece of raw earth hollowed out by the imprints of time, the Seigaiha motif of a traditional kimono... This creation is an invitation to embark on a temporal and sensory journey."*

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This in fact corresponds to the Earth's average speed of rotation calculated at the Equator. Earth's revolution around the sun – corresponding to 35,740 kilometres per 20 minutes – is displayed exactly opposite. On the face of the UR-100 *Electrum*, hours and kilometres thus share the same status, the same scale of value. These units are illuminated in incandescent green for the hours and in blazing white for the kilometres.

Felix Baumgartner, master watchmaker and co-founder of URWERK, said: *"This creation was inspired by a gift from my father, Geri Baumgartner, a renowned restorer of antique clocks. It is a clock made by Gustave Sandoz for the 1893 World's Fair. Its distinctive feature is that instead of counting off the hours, it indicates the distance travelled by the Earth at the Equator. Martin Frei, designer and co-founder of URWERK, fought hard to have this indication appear on the dials of the UR-100 "In my view, a watch is both a physical and abstract reproduction of our situation on Earth. It anchors us to a precise time and longitude, while at the same time testifying to the fleeting nature of that position."*

 **FELIX BAUMGARTNER**
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The rhythm and rhyme of time are played out in the centre of this golden arena. In addition to the satellite-type hours and minutes display, the UR-100 *Electrum* provides a new item of information. Once the 60th minute has passed, the minutes hand vanishes and reappears as a kilometre counter illustrating the 555 kilometres travelled every 20 minutes by every inhabitant of the Earth.

Beating beneath the dome of the UR-100 is URWERK Calibre 12.01 with its three-satellite time display. The satellite indicating the exact time moves from 0 to 60 along the minutes track.



'HERE COMES THE SUN' WITH THE UR-100 "Electrum" BY URWERK



URWERK / UR-100 "Electrum"

25-PIECES LIMITED EDITION

MOVEMENT

Calibre	Calibre UR 12.01 with automatic winding system regulated by the Winfänger system with propeller and planetary gear system
Jewels	39
Frequency	28 800 vph - 4Hz
Power reserve	48 hours
Materials	Aluminium satellite hours driven into titanium Geneva crosses. Titanium carousel. Triple baseplate in ARCAP
Finishes	Circular graining, sandblasting, beadblasting, circular satin-finish Chamfered screw heads
Indications	Super-LumiNova®-painted hours and minutes markings Satellite hours; minutes; Earth's rotation on its axis at the Equator in 20 minutes; Earth's revolution around the sun in 20 minutes

CASE

Materials	Satin-brushed 18K 2N <i>Electrum</i> yellow gold
Dimensions	Width: 41mm; length: 49.7mm; thickness: 14mm
Glass	Transparent sapphire crystal
Water resistance	Pressure tested to 3ATM (30m- 3 bar)
Strap	Leather

Price CHF 62'000.- (Swiss francs / Tax not included).

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ABOUT URWERK

"We don't try to bring out new versions of existing grandes complications," explains watchmaker Felix Baumgartner, co-founder of URWERK.

"Our watches are unique because they are all designed as original works, which makes them rare and priceless. Our main aim is to go beyond the traditional horizons of watchmaking."

The original styling of each URWERK model is signed by chief designer Martin Frei, the company's other co-founder.

"I come from a background where creativeness has no limits. I am in no way prisoner of the traditional constraints of watchmaking, and I can therefore be freely inspired by my cultural heritage."

Although URWERK is a young company established in 1997, it is recognised as a pioneer among independent watchmakers. Producing just 150 watches a year, the company sees itself as a craftsman's studio where traditional expertise coexists with avant-garde styling. The company manufactures modern and complex watches that are unprecedented and in keeping with the most demanding criteria of fine watchmaking: independent design and research, advanced materials and handcrafted finishes.

The name URWERK comes from the ancient city of Ur of the Chaldees in Mesopotamia, founded nearly 6,000 years ago where the Sumerian inhabitants first established units of time based on the shadows cast by its monuments. Ur in the German language also means primeval or original and Werk means an achievement or a mechanism. Thus, URWERK can be translated as an original movement — a tribute to generations of watchmakers whose work has resulted in what we know today as haute horlogerie, or superlative watchmaking.



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THANK YOU!

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