

UR
100

Felix Baumgartner

FELIX BAUMGARTNER
Co-founder of URWERK
Master watchmaker

Martin Frei

MARTIN FREI
Co-founder of URWERK
Artist and Chief designer



**URWERK AND ITS UR-100V ULTRAVIOLET.
BEYOND COLORS**

UNDER EMBARGO TILL 30 AUGUST 2022 - 10 :00 GVA TIME

URWERK[®]
BY BAUMGARTNER + FREI

UR

URWERK AND ITS UR-100V ULTRAVIOLET. BEYOND COLORS



PRESENTING THE UR-100V

GENEVA, 15 AUGUST 2022.

Violet! This magnificent shade is located at the far end of the visible colour spectrum perceptible to the human eye. Anything beyond violet is outside the field of colour. Violet is the ultimate hue. That of the fighters, the outsiders, the crazies. Heroes or villains? It doesn't matter. If you need to make yourself heard, do it in violet!

©2022 URWERK - All Right Reserved

URWERK[®]
BY BAUMGARTNER + FREI



Martin Frei talks about the colour that is so special to him:
"I like the fact that a colour is much more than what we can perceive. The colour spectrum visible to our eyes ranges from red to violet. Beyond that shade, colour turns into a waveform that our eyes can no longer detect, ultraviolet. I am fascinated by the idea of creating a watch that celebrates this boundary, this tipping point, this transition from perceptible to imperceptible. The UR-100V UltraViolet is about this exploration of the limits. Our UltraViolet conveys something mystical, it's a hue that sits on the border of a dimension we call colour."



MARTIN FREI
Co-founder of URWERK
Artist and Chief designer



Fitted with a rubber strap, the UR-100V UltraViolet picks up the codes of the 100 family. On the UR-100V, the satellite hours and minutes display is complemented by new information. Once the 60th minute has been reached, the minutes hand vanishes and reappears as a kilometre counter. It illustrates the 555 kilometres travelled every 20 minutes by every inhabitant of Planet Earth. This is in fact the average speed of rotation of the Earth calculated at the Equator (rotational distance). Appearing exactly opposite is the Earth's revolution around the sun (orbital distance), i.e. 35,740 kilometres per 20 minutes. On the face of the UR-100V, hours and kilometres thus share the same status, the same scale of value. These units are lit up at night in incandescent blue for the hours and in flamboyant green for the kilometres. **Felix Baumgartner**, master watchmaker and co-founder of URWERK says: *"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 Exhibition and its particularity lies in the fact that instead of showing the hours, it indicates the rotational distance travelled by the Earth at the Equator."*

 **FELIX BAUMGARTNER**
Co-founder of URWERK
Master watchmaker

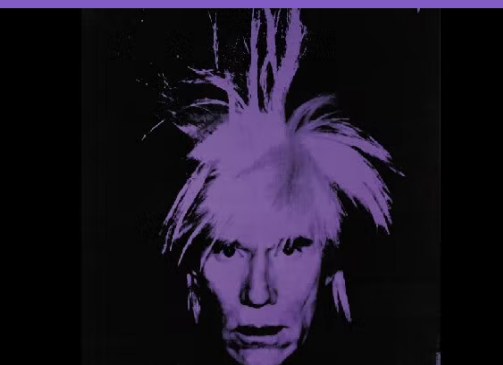
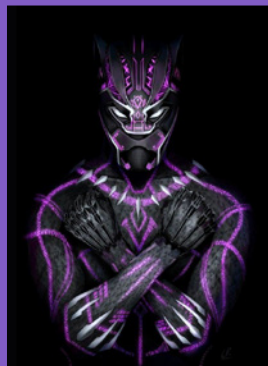
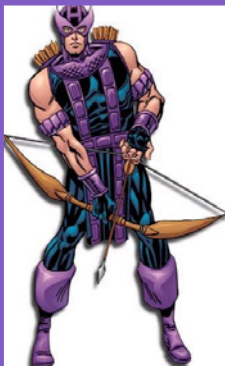
URWERK[®]
BY BAUMGARTNER + FREI



Beating beneath the dome of the UR-100V is the new URWERK Calibre 12.02 with its three-satellite time display. *"The change of calibre for this version is reflected in the redesign of the central carousel. The hour-markers are placed closer to the minutes scale for an even more intuitive and fluid reading of the time"*, explains **Felix Baumgartner**. This carousel is forged in aluminium and then sanded and shot-blasted after anodising. Each of the satellite screws is satin-finished in a circular pattern. The satellites rest on a sanded and ruthenium-treated brass carousel. The structure covering the hours indication is made of sanded and shot-blasted aluminium. The UR-100V's automatic winding is governed by a bidirectional rotor regulated by a Windfänger airscrew.

The aesthetics of the UR-100V's case is a regressive pleasure. It will indeed remind the URWERK faithful of the aesthetics characterising the first models from the independent brand: *"We have taken certain aesthetic elements from our first constructions and deconstructed our approach. For example, the steel dome of our historic models is reproduced here through the transparency of sapphire crystal. Its perfection is highlighted by the roughness of the titanium and steel case. As someone who constantly questions the dictates of symmetry, I have played with proportions to challenge the eye"*, sums up **Martin Frei**.

URWERK AND ITS UR-100V ULTRAVIOLET. BEYOND COLORS



UR-100V ULTRAVIOLET

MOVEMENT

Calibre	Selfwinding UR 12.02 movement governed by a Windfänger airscrew
Jewels	40
Frequency	28,800 v/h - 4Hz
Power reserve	48 hours
Materials	Satellite hours on beryllium-bronze Geneva crosses; aluminium carousel; carousel and triple baseplates in ARCAP alloy
Finishes	Circular graining, sanding, shot-blasting, circular satin finishing Chamfered screw heads Hours and minutes painted in Super-LumiNova®

INDICATIONS

Satellite hours; minutes; rotational distance at the Equator in 20 minutes; orbital distance in 20 minutes

CASE

Material	Violet DLC on sanded shot-blasted titanium.
Dimensions	Width 41.0 mm, length: 49,7 mm, thickness : 14.0 mm
Glass	Sapphire crystal
Water resistance	Pressure tested at 3ATM (30m)

STRAP

Textured rubber with titanium pin buckle

PRICE

CHF 55,000.00 (Price in Swiss francs / excl. taxes)





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.



MARTIN FREI
Co-founder of URWERK
Artist and Chief designer

FELIX BAUMGARTNER
Co-founder of URWERK
Master watchmaker

UR
100

UNDER EMBARGO
TILL 30 AUGUST 2022
10 :00 GVA TIME

THANK YOU!

MEDIA CONTACT

Ms YACINE SAR
yacine@urwerk.com
T +41 22 900 2027

WWW.URWERK.COM

©2022 URWERK - All Right Reserved

URWERK[®]
BY BAUMGARTNER + FREI