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**URWERK MAKES A DRAMATIC
'BACK TO THE FUTURE' MOVE
WITH THE UR-102 "RELOADED"**

UNDER EMBARGO UNTIL MARCH 22, 2023 // 2.00PM GVA TIME

URWERK[®]
BY BAUMGARTNER + FREI



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THE UR-102 "RELOADED"

GENEVA, 22 MARCH 2023

This is doubtless the most eagerly anticipated **URWERK** collection. It is not, however, the most complex, nor the most singular. But it is the one that seals the beginning of the adventure, the starting point. A round **URWERK** watch – yet hands-free, the only focal point being an hour unit gliding along a semi-circular track.

The **102** collection launched at Baselworld 1997 has not aged a bit. After a few adjustments to blend in with the times, the **UR-102 "reloaded"** is now presented in a boxed set containing its two versions: one in titanium, the other in signature **URWERK** black.

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"The UR-102 is more than just a symbol"; says Felix Baumgartner, master watchmaker and co-founder of URWERK. "It represents my entry into the AHCI (Académie Horlogère des Créateurs Indépendants). It embodies the first collaboration with Martin Frei, our first steps into the world of fine watchmaking, our first dreams of independence."

The UR-102 is now back on the URWERK watchmaking benches in the form of the UR-102 "reloaded". In over two decades, this watch has grown in strength and size. It is now a respectable 41 mm in diameter compared to the 38 mm of its original version. Its size may have changed, but it remains as visually pleasing as ever. Its crown now merges into the case, having made a strategic move to 4 o'clock. Its lugs are larger, recalling the attachments on the Sputnik space satellite: solid, angular and designed to ideally position the "machine" on the wrist. The font of the hours and minutes markers has been redesigned, with new information appearing on the dial. UR-102 "reloaded" thus embodies a smoothly nuanced revolution.

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Above all, this model set itself apart by its clean-cut design and innovation: *"Right the very beginning, we had the deep and intimate conviction that focusing on the wandering hour was our path,"* says **Martin Frei**, artistic director and co-founder of **URWERK**. *"In my sketchbook, I started to draft a few designs. These served as a basis for our work. We were more than just enthusiastic, we were euphoric,"* he recalls. *"For this **UR-102**, our concept featured a time indicator that looked like a celestial body. It picked up the vibe of Sputnik, the first man-made artificial satellite. The satellite trajectory of our hours pointer followed a semi-circle from minute 0 (ascension) to minute 30 (the firmament) and disappeared at minute 60 (descent). Like Sputnik, the 'body' of our **UR-102** was made of a shiny metal offering a mirror-like reflection of any bodies that might cross its path."*

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The UR-102 "reloaded" has retained this reflective power and the key characteristics of the UR-102. Felix Baumgartner says: "The blue of the original UR-102 is a distinctive feature we wanted to keep. At the time we wanted our design to be colourful and were thinking of a flame-blued shade for our case. So we used a lovely bright, intense, anodised aluminium. If you observe our UR-102 "reloaded" in its titanium version, you will notice that the minutes track is the same blue. It is these scattered clues that make the pedigree of the UR-102 "reloaded" patently clear. The same goes for the crown of the UR-102 "reloaded".

"We redesigned and shifted the crown slightly. The migration of the crown led to a change in the opening for reading the time. No longer a perfect semi-circle, this 'window' is wider with sloping edges, giving it a fresher, more dynamic look", adds Martin Frei.

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The UR-102 was born 26 years ago, the time it took for URWERK to travel 23,500,000,000 km around the sun.

The journey continues!

The UR-102 "reloaded" is presented in a boxed set issued as a 25-piece limited edition and comprising the "Titanium" and "Black" versions.

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TECHNICAL SPECIFICATIONS

UR-102 "reloaded" presented in a boxed set (Titanium version and Black version)
25-piece limited series
Price CHF 56,000 (Swiss francs / excl. tax)

UR-102 "RELOADED" TITANIUM VERSION

MOVEMENT

Calibre	2.02
Winding	Self-winding
Finish	Satin-brushed
Frequency	28,800 vph
Jewels	25
Power reserve	48 hours
Indications	Wandering hours on satin-brushed and engraved discs Hour- and minute- markers hand-painted with Super-LumiNova®

CASE

Titanium case

Dimensions	Diameter: 41 mm; thickness 11.30 mm
Glass	Special-shaped sapphire crystal
Water resistance	Tested to 30 m (3 ATM)

STRAP

Rubber strap with textured Baltimore-quilt pattern
Sandblasted and micro-blasted titanium pin buckle

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UR-102 "RELOADED" BLACK VERSION

MOVEMENT

Calibre	2.02
Winding	Self-winding
Finish	Satin-brushed
Frequency	28,800 vph
Jewels	25
Power reserve	48 hours
Indications	Wandering hours on satin-brushed and engraved discs Hour- and minute- markers hand-painted with Super-LumiNova®

CASE

Black PVD treated steel case; titanium caseback

Dimensions	Diameter: 41 mm; thickness 11.30 mm
Glass	Special-shaped sapphire crystal
Water resistance	Tested to 30 m (3 ATM)

STRAP

Textured rubber strap and Baltimora fabric
Sandblasted and micro-blasted black PVD-treated titanium pin buckle

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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**, chief designer and the other co-founder of **URWERK**, develops the aesthetic signature for each of the models. "I come from a world of total creative freedom. I'm not cast in the watchmaking mold, 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 a House of artisans 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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<https://www.urwerk.com/press/ur-102-reloaded>

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