

CHRONOS

Summer 2014

\$6.95



Bulova
Clock of Ages

Jeff Koons
At The Whitney Museum

Eli Wallach
An Enthusiastic Watch Collector

de GRISOGONO
Instrumento Uno
“Expendables”

NEW TAKES ON OLD COMPLICATIONS

by Meehna Goldsmith



Christophe Claret Margot
Women's Watch

Though watchmaking is typically a conservative industry that feels most comfortable working within a historical context, certain watchmakers are exploring new and inventive ways to expand the conversation by offering unique and visually surprising ways to execute a complication on the dial.

*T*he minute repeater traces its roots to the 17th century, invented in a time before electric lighting. If it was dark, a slider on the side of the case could activate a spring that would reveal the time through the sound of hammers hitting gongs inside the movement. At Basel 2014, master of the chiming watch, Christophe Claret, presented Margot, a women's watch that employs a gong in the game of "He Loves me... He loves me not" kinetically acted out on the dial. With each press of the pusher at 2 o'clock



Louis Vuitton Escale Worldtimer, hand painted travel watch

the gong sounds as daisy petals randomly disappear under the dial until the answer of the gentleman's love is finally revealed at 8 o'clock in French. While Margot is not a typical minute repeater, per se, it is a groundbreaking use of sound in time-keeping.

Since Louis Cottier introduced the first true worldtime watch in 1950, not much has changed, mostly because it's a brilliant way to view all the world's time zones with a glance. Louis Vuitton has invented a novel way to capture a global view of time with the Escale Worldtime. Instead of utilizing two hands, the watch employs only one, which is painted onto

the crystal and points to 12 o'clock representing home time. Once the painted concentric circles of the hours and minutes are aligned, the circular rings of the other cities, which are inspired by historic monograms used on the Louis Vuitton trunks, fall into place. All the rings are hand painted using 38 colors and the process takes over 50 hours to complete. This is a truly artistic and clever implementation of the worldtime function.

From its beginnings, a chronograph measured intervals of time with subdials on the face of the timekeeper. DeBethune turns this expectation on its head with the introduction of the DB29 Maxichrono

Tourbillon by enlisting 3 chronograph hands placed concentrically to the hours and minutes hands to do the job of the subdials. The layout separates out the elapsed time of seconds, minutes and 24 hours, extending from the usual 12, to concentric rings nested inside each other. A monopusher chronograph, it keeps the graceful lines of simplicity by situating the pusher co-axial to the crown at 3 o'clock to stop, start and reset the chronograph. Ensuring accuracy DeBethune included their 36,000 VPH 30-second Tourbillon composed of silicon and titanium, which is one of the fastest and lightest on the market.