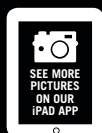


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► Urwerk ◀

OUT OF POCKET

— By James Gurney, Founder, SalonQP —

ANALYST



THE WATCHMEN

Urwerk is producing only eight of these watches, all of which are made of AlTiN (Aluminium Titanium Nitride) coated stainless steel. Fans of the brand will recognise its trademark satellite wheels and retrograde indications – and the extra size means they're easier to take in.

Pocket watches went the way of the Empire long ago, and not even the return of the waistcoat to the high street has done much to revive interest. But there's still something rather appealing about Urwerk's UR-1001 Zeit Device – and it's not just seeing the Genevan duo's prowess appear in a larger format than usual. And what better riposte

to the emergence of 'smart' watches could you hope for than a real watch re-scaled to iPhone proportions? At £240,000, it's a little more expensive than your average Apple device.

As part of the science of measuring time, it takes the 'generation-lasting watch' concept beyond any sensible limit: the UR-1001 Zeit Device marks not just

hours and minutes, it is set up to record the months, years, centuries and millennia, too.

As Felix Baumgartner – one of Urwerk's founders – explains, designing a pocket offered “a larger playground for our imaginations”.

To see it in the flesh, head to SalonQP, from 6-8 November at the Saatchi Gallery. SALONQP.COM