



MARTIN FREI

Co-founder of URWERK
Artist and Chief designer

FELIX BAUMGARTNER

Co-founder of URWERK
Master watchmaker



THE UR-100V
TIME AND CULTURE II
EMBARGO - UNTIL OCTOBER 18 - 10.00 GVA TIME

URWERK[®]
BY BAUMGARTNER + FREI



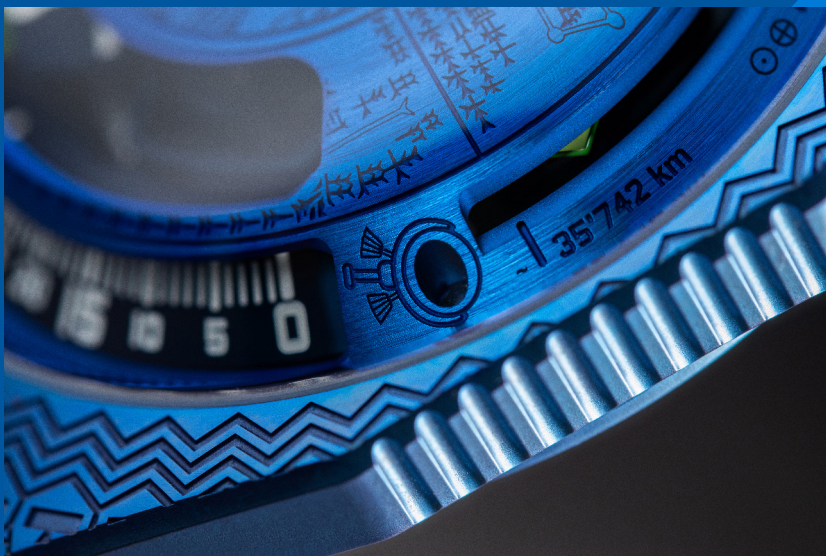
PRESENTING THE UR-100V "TIME AND CULTURE II"

GENEVA, 18 OCTOBER 2023

URWERK resumes its time leaps. We left off at the heart of Amerindian civilisations and we're now plunged into the core of Mesopotamian civilisation, specifically the city of Ur, from which **URWERK** draws its inspiration.

In 3000 BC, the inhabitants of Ur, the Sumerians, defined the very first unit of time, laying the foundations for time measurement as we know it today. The golden number was 60, for 60 seconds and 60 minutes. Back to where it all began.

Enter the second edition of the **100V**, *Time and Culture* line. As **URWERK**'s co-founder and artistic director **Martin Frei** explains: "*Through my reading and my travels, I've been fortunate enough to discover all the richness and diversity of the Sumerians. Their mythology is rich and fertile, their constructions truly timeless. This astonishingly little-known civilisation is fascinating. For this new creation, I loved staging some of its hallmark features: mythology, astronomy, astrology and time measurement.*"



Beneath the sapphire dome of the **UR-100V Time and Culture II**, aka 'Sumer', stands a veritable Pantheon in honour of these remote and ancient divinities. For a collection such as **the 100V** in which one of the indications refers to the Sun, the central presence of Utu is easily explained. While the god of the Sun is depicted here in his original over 2,000-year-old form, its design is both surprising and resolutely contemporary: a four-pointed sun representing the four cardinal points.

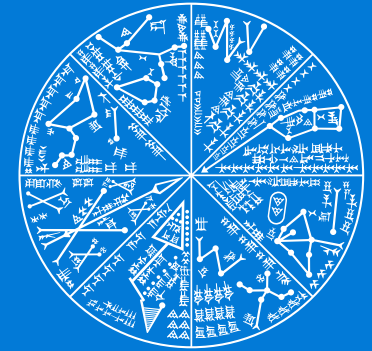
Between the lugs of **the UR-100V**, only just in the shadows and as if floating in orbit, sits the moon god Nanna, the chief divinity of the city of Ur.



The blue colour of **the UR-100V 'Sumer'** refers to lapis lazuli, a stone whose use was linked to Innana, goddess of Love, War and Fertility. All that remains here of this material is its immaterial dimension, the infinite blue colour.



Space-related shapes stand out on the periphery, forming the backdrop to this **UR-100V** 'Sumer', while conveying and highlighting the Sumerian civilisation's astronomical knowledge. Authentic sky charts and planispheres testifying to their love of the night and its luminaries. It is even said that the first foundations of 'our' astrology were laid during this period...



Just as with the first *Time and Culture*, the motifs here have been reproduced with the utmost meticulous care. The lines are fine, subtle and laser-engraved. The accuracy of the work can only be appreciated through a magnifying glass. The ridges of the motif are satin-brushed, while the hollows are micro-sandblasted to create a velvety finish designed to highlight the volumes and do justice to this priceless heritage – the very foundations of the **URWERK** name.

On this **UR-100V** joining the *Time and Culture* line, the hours and minutes are displayed alongside data on the Earth's rotation. Once the 60th minute has passed, the minutes hand vanishes and reappears as a kilometre counter. It illustrates the 477.29 kilometres covered every 20 minutes by every inhabitant of Ur. This is the silent journey made thanks to the Earth's rotation. At the exact opposite end of the scale is the Earth's revolution around the sun, i.e. 35,742 kilometres per 20 minutes. On the face of the UR-100V, hours and kilometres share the same status, the same value scale.



UR-100V TIME AND CULTURE II

30-PIECE LIMITED EDITION

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	Aluminium satellite hours on beryllium-bronze Geneva crosses; aluminium carousel; ARCAP dome
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 city of Ur in 20 minutes; orbital distance in 20 minutes

CASE

Materials	Case middle in steel; case-back in 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	Baltimore; pin buckle

PRICE

CHF 72,000 (Swiss francs / excluding tax)

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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