

# **URWERK<sup>®</sup>**

**BY BAUMGARTNER + FREI**





## ABOUT URWERK

*"From the very beginning, we refused to confine ourselves to the well-worn path of traditional grandes complications," explains master watchmaker Felix Baumgartner, co-founder of URWERK. "Our aim has always been to push the boundaries of horology and to create timepieces that stand as original and singular craftsmanship."*

This spirit is echoed by **Martin Frei**, URWERK's chief designer and fellow co-founder: *"My artistic background is rooted in boundless creativity. Free from the constraints of classical watchmaking, I draw on my cultural heritage to forge a new design."*

Founded in 1997, **URWERK** is recognized today as a pioneer among independent watchmakers. With an annual production limited to around 150 timepieces, the Swiss brand operates as a true watchmaking laboratory — where cutting-edge technology meets radical design. Its creations revolve around three distinct lines : The Hour Satellite collection, URWERK's icon, where wandering hours redefine our perception of time; the Chronometry collection, a testing ground for precision and pioneering mechanics; and Special Projects, a platform for bold experimentation and radical ideas.

URWERK timepieces are modern, complex, and unlike anything else, yet remain faithful to the highest standards of fine watchmaking: independent research, advanced materials, and meticulous hand-finishing.

The name URWERK pays tribute both to the ancient and the avant-garde. It references the Mesopotamian city of Ur, where Sumerians first measured time by the shadows cast by monuments and draws from the German words Ur (primeval/original) and Werk (work/mechanism).

Together, they express the idea of an "original mechanism" — the perfect symbol for a maison dedicated to reimagining the very concept of time itself.

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