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**MARTIN FREI**

Co-founder of URWERK  
Artist and Chief designer

**FELIX BAUMGARTNER**

Co-founder of URWERK  
Master watchmaker



**THE NEW UR-100V MAGIC T**  
IN ITS "HUNTER GREEN" EDITION

**UNDER EMBARGO TILL JANUARY 29, 2024 - 10AM GVA TIME**

**URWERK**<sup>®</sup>  
BY BAUMGARTNER + FREI



## THE UR-100V MAGIC T "HUNTER GREEN"

GENEVA – 29 JANUARY 2025

Green? Yes, but not quite. Grey? Not exactly. Under the light, this shade tends towards an ash green – sophisticated and subtly metallic. A redefined hue with a discreet elegance, so British!

This unique aesthetic comes to life in the new UR-100V 'Hunter Green' edition, a watch that redefines wristworn allure.

With this state-of-the-art full-titanium variation, URWERK once again magnifies the technical and visual minimalism for which the 100V 'Magic T' line is renowned. From case to bracelet, everything has been carefully designed and crafted to capture the very essence of the colour and material.

### SIGNATURE VERSATILITY

*"The UR-100V is like a blank canvas providing scope for infinite exploration", says Martin Frei, URWERK's artistic director and co-founder. "We're having fun with this collection, constantly rediscovering it through new expressions. "Hunter Green" was an obvious choice. It's a living, breathing colour that interacts with light and time."*

**Felix Baumgartner**, master watchmaker and co-founder of URWERK, adds: *"We worked on this metallic ash green with the same devotion as an antique patina, endowing the timepiece with an aura that is both industrial and organic. We've emphasised the depth of the dial and retained the mesmerising magic of the titanium case and bracelet. Exploring this watch becomes almost a game of discovery through time and space."*



## THE “HUNTER GREEN” EDITION



### **SIMPLICITY AND TECHNICAL SOPHISTICATION**

The UR-100V ‘Hunter Green’ edition retains the essence of the 100 collection: perfect harmony between visual minimalism and cutting-edge watchmaking engineering. Martin Frei plays tirelessly with shapes in creating a unique aesthetic language, while Felix Baumgartner reinvents satellite-type wandering hours. There are no traditional hands here. The hours satellite crosses a graduated arc to indicate the minutes and once its 60 minutes are up, a new satellite bearing the next hour appears, in a poetic and precise mechanical choreography.

Inspired by a 17<sup>th</sup>-century clock, this watchmaking technology has been propelled into another dimension by URWERK. The UR-100V Magic T - “Hunter Green” edition is both a tribute to – and a futuristic exploration – of space, volume and time.

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PLANETARY  
TURBINE

**URWERK**<sup>®</sup>  
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## THE "HUNTER GREEN" EDITION



### ***A WATCH CONNECTED TO SPACE***

The UR-100V doesn't just tell the time, it also features two unique counters: The first displays the 555 kilometres covered by the Earth over a period of 20 minutes as it rotates on its own axis.

The second shows the 35,740 kilometres travelled by the Earth in 20 minutes as it revolves around the Sun.

The UR-100V 'Hunter Green' edition thus transcends its watchmaking function to become a silent witness to the Earth's trajectory in the sidereal vacuum, offering a colour new exploration in URWERK's epic and ongoing watchmaking saga.

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# THE "HUNTER GREEN" EDITION



## TECHNICAL SPECIFICATIONS

### MOVEMENT

Caliber	Self-winding UR 12.02 movement governed by a Windfänger airscrew
Jewels	40
Frequency	28 800 v/h – 4 Hz
Power reserve	48 hours
Materials	Satellite hours on beryllium-bronze Geneva crosses; alu-minium carousel; carousel and triple baseplates in ARCAP alloy
Finishing	Circular graining, sand-blasting, shot-blasting, circular sat-in finishing Chamfered screw heads Hours and minutes painted in Super-LumiNova®
Indications	Satellite hours; minutes; rotational distance at the Equa-tor in 20 minutes; orbital distance in 20 minutes

### CASE

Material	Sand-blasted, shot-blasted titanium.
Dimensions	Width: 41 mm, length: 49.70 mm, thickness: 14 mm
Glass	Sapphire crystal
Water resistance	Pressure-tested at 3 ATM (30 m)
Bracelet	Titanium with 32 sand-blasted and shot-blasted links

**PRICE** CHF 58,000.- (Swiss francs, excl. tax)

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# THE “HUNTER GREEN” EDITION



## ABOUT URWERK

“We don’t try to bring out new versions of existing grandes complications,” explains watchmaker **Felix Baumgartner**, co-founder of **URWERK**. “Our watches are unique because they are all designed as original work. Our main aim is to go beyond the traditional horizons of watchmaking.”

The original styling of each **URWERK** model is signed by chief designer **Martin Frei**, the company’s other co-founder. “I come from a background where creativeness has no limits. I am in no way prisoner of the traditional constraints of watchmaking, and I can therefore be freely inspired by my cultural heritage.”

Although **URWERK** is a young company established in 1997, it is recognised as a pioneer among independent watchmakers. Producing just 150 watches a year, the company sees itself as a craftsman’s studio where traditional expertise coexists with avant-garde styling. The company manufactures modern

and complex watches that are unprecedented and in keeping with the most demanding criteria of fine watchmaking: independent design and research, advanced materials and handcrafted finishes.

The name **URWERK** comes from the ancient city of Ur of the Chaldees in Mesopotamia, founded nearly 6,000 years ago where the Sumerian inhabitants first established units of time based on the shadows cast by its monuments. Ur in the German language also means primeval or original and Werk means an achievement or a mechanism. Thus, **URWERK** can be translated as an original movement — a tribute to generations of watchmakers whose work has resulted in what we know today as *Haute Horlogerie*, or superlative watchmaking.



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**THANK YOU!**

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