



RAJDEEP SARDESAI  
Media Personality

HRITHIK ROSHAN  
Cinematic Icon

FARHAN AKHTAR  
Actor

VIRAT KOHLI  
Sportsman

SONAM KAPOOR  
GQ Woman

MEN OF  
THE YEAR  
AWARDS  
2013

# DESIGN DEVILS

The masterminds behind some of the world's most iconic timepieces



## GÉRALD GENTA

When the late Gérald Genta joined Audemars Piguet in 1953, a concept called cynical design was gaining ground. That school of thought argued in favour of producing objects that were saleable, not merely aesthetically pleasing. Genta subscribed to it and put it to work about a decade-and-a-half later, when AP's then-Managing Director Georges Golay asked the designer to come up with a steel sportswatch. His deadline: 12 hours. Golay required a highly marketable watch that could rescue the company, which was struggling financially. The next morning, Genta placed on his boss' desk a sketch of the world's first luxury steel sportswatch with a now-iconic screwed-down octagonal-shaped bezel. It was striking and, much to the delight of Golay, also highly saleable. By 1972, the watch went into production and quickly became – and remains to this day – one of the highest selling watches from the marque. Contemporary versions of it sell for more than 18,000 Swiss francs. Not bad for a watch designer who began his career by selling his designs for 15 Swiss francs.



1972  
AUDEMARS  
PIGUET ROYAL  
OAK



## ERIC GIROUD

Eric Giroud began his career as an architect. By 30, jaded with his profession, he took an 18-month sabbatical and travelled to Senegal. On his return home to Switzerland, he switched careers and became a product and graphic designer. One of the projects he was assigned to involved designing a watch. Giroud brought to the table the skills he'd honed as an architect – a sense of balance and proportion and an eye for detail. In the 15 years since, he's worked with 50 brands, and his most notable creations include the rare Harry Winston Opus 9 and MB&F's Horological Machine No 2. At BaselWorld this year, at least 10 brands showcased creations that were designed by Giroud.



HARRY  
WINSTON  
OPUS 9

