

VANITY FAIR

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ON TIME



*"Perhaps believing in good design
is like believing in God:
it makes you an optimist."*

—TERENCE

The DESIGN ISSUE

Featuring: MARC NEWSON, TERENCE CONRAN and ROLF SACHS. Also: BO DEREK on LADIES' WATCHES, VIVIENNE BECKER on JEWELLERY WATCHES and ANDERS MODIG on GREAT HOROLOGICAL DESIGN INNOVATIONS. Plus: the On Time FINE-DESIGN SURVEY and spring WATCH REPORT. This, and so much more!



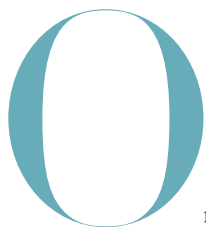
PHOTOGRAPH BY PHILIP SINDEN

You Just Made My **DAY-DATE**

Good grief, what's that incredible noise? Must be the sound of the best creative minds in the watch business ticking under one roof. NICK FOULKES is all ears as he mingles with the heroes (and one heroine) of the world of horological design



See overleaf for key



One of the gratifying aspects of the group portraits that run in the spring number of *On Time* is the opportunity to see talented individuals who work in the same industry meeting for the first time. It is perhaps overstating the case to say that our shoots offer neutral territory where brand loyalties are set aside and ideas and business cards are exchanged, but you get the picture.

Of course, the other great joy of these shoots is that these are all people at the top of their game. Think about it. It is like having most of the world's top scientists, surgeons, singers, sportsmen—or in this case watch designers—in one room. The opportunity of having most of the watch industry in Geneva for the Salon International de la Haute Horlogerie was simply too good to pass up, and so it was that on the penultimate Thursday in January the most creative people in the world of timekeeping appeared at the Mandarin Oriental hotel to be photographed.

While the CEOs and marketing directors of various brands meet to strategise and confer to determine the course their businesses will take, the people who actually design the

Converse Chuck Taylor chosen by Chopard's Guy Bové, and the CERN collider, which ranks high in the personal pantheon of Christoph Behling of TAG Heuer.

But as well as surprises, there was also some reinforcement of national stereotypes. The two most conspicuously Italian among our subjects, Davide Cerrato, the man responsible for the spectacular rebirth of Tudor, and Fabrizio Buonamassa Stigliani of Bulgari, sported the snappiest checks. And the suave of our subjects was Henri d'Origny, inventor of the Hermès tie and designer of the watches that the French saddler has sold in hundreds of thousands over the years, a man possessed of so much innate style that he can make carrying a plastic bag seem like an aspirational activity. Incidentally, Eric Giroud, the man behind MB&F's idiosyncratic timepieces and some of the best of the big-brand launches of recent years, said he would happily work for Hermès for free if it meant working with the great Origny.

It was this air of mutual respect and admiration that characterised the atmosphere of the shoot, as whatever their route into watchmaking and source of their inspiration, they all share the same excitement at seeing their designs come to life on the wearer's wrist.

Anne Margot-Grosjean put it succinctly enough. When asked what she was most proud of, she answered: "Seeing watch models I created on the wrists of people." □

IT WAS THIS AIR OF MUTUAL RESPECT AND ADMIRATION THAT CHARACTERISED THE SHOOT

products that they are busy CEOing and marketing seldom have the chance to get together. So it was a real pleasure to see, for instance, Martin Frei of Urwerk meeting Reinhard Meis, the legendary author and genius behind such totemic timepieces as the Lange 1.

Meis is nothing if not versatile: his CV includes a spell as a tank-repair man and welder, skills picked up when he was serving in the German army, before spending a couple of decades as technical assistant to Professors Bömmel and Dransfeld in the department of physics at the University of Konstanz, wrestling with such everyday subjects as condensed matter and cryogenic technology. Should you ever need a man to knock up a double-walled cryostat for liquid helium and liquid nitrogen, then the author of the definitive *Das Tourbillon* is your man.

Indeed, the resumés of the chief creative officers of the Swiss watch industry are pleasingly heterogeneous. The towering Christian Knoop of IWC put in three years as an apprentice carpenter, while Girard-Perregaux's Stefano Macaluso, son of the legendary Gino, graduated from Turin as an architect and pursued a career in international championship rally driving, before joining the family firm. And when it came to citing inspiring designs from other disciplines, the range was similarly eclectic: embracing the

A HOROLOGICAL

WHO'S WHO

1: ADRIAN GLESSING *Virtualideas* 2: LIONEL FAVRE *Roger Dubuis* 3: JANEK DELESKIEWICZ *Jaeger-LeCoultre* 4: ERIC GIROUD *Designs for Harry Winston, MB&F and others* 5: XAVIER PERRENOUD *Corum* 6: HENRI D'ORIGNY *Hermès* 7: STEFANO MACALUSO *Girard-Perregaux* 8: CHRISTOPH BEHLING *TAG Heuer* 9: MARTIN FREI *Urwerk* 10: FABRIZIO BUONAMASSA *STIGLIANI Bulgari* 11: REINHARD MEIS *Author and designer for A. Lange & Söhne and others* 12: CHRISTIAN SELMONI *Vacheron Constantin* 13: DAVIDE CERRATO *Tudor* 14: MARCUS EILINGER *Zenith* 15: GUY BOVÉ *Chopard* 16: PIERRE RAINERO *Cartier* 17: OCTAVIO GARCIA *Audemars Piguet* 18: CHRISTIAN KNOOP *IWC* 19: JEAN-CLAUDE GUEIT *Piaget* 20: ANNE MARGOT-GROSJEAN *Designs for Vacheron Constantin, Girard-Perregaux and others*