

Press Release

**Patricia Urquiola, Rodolfo Dordoni and Kris Van Assche:  
Three Masters of Design to Produce Unique Pieces for Maurice Lacroix**

**Spanish designer Patricia Urquiola, Italian architect Rodolfo Dordoni and Belgian fashion designer Kris Van Assche have each designed a one-off version of the “Pontos Décentrique GMT”. The watches will be auctioned online and the proceeds will be donated to a charity of their choice.**

*Brand new versions of the award-winning design*

In 2010, Maurice Lacroix and Wallpaper\* launched their first joint project with designers Gwenaël Nicolas, Arik Levy and Neil Barrett, a re-interpretation of the 2007 Red Dot Award-winning Pontos Décentrique GMT. Three designers have once again had the chance to create their own interpretation of this classic in 2011, in an exercise that reflected their personality without obscuring the original.

*European Design Force*

For this year’s joint project Maurice Lacroix and Wallpaper\* sought uncompromising designers who are true to their beliefs and whose work reflects their own styles. The result is an impressive trio, consisting of Spanish designer Patricia Urquiola, Italian architect Rodolfo Dordoni and Belgian designer Kris Van Assche.

Each of them has now created a unique interpretation of the “Pontos Décentrique GMT” — free of any aesthetic preconditions. The watches will be presented at the “Baselworld” watchmaking and jewelry trade fair in March 2011 then sold by auction on [www.antiquorum.com](http://www.antiquorum.com) from June 1<sup>st</sup> to 22<sup>nd</sup>, 2011. The proceeds will go to three charitable organizations of the Designers’ choice.

# MAURICE LACROIX

Manufacture Horlogère Suisse

## Unique Design Timepieces Product Sheet by Patricia Urquiola, Rodolfo Dordoni and Kris Van Assche

### “Caldera” - Pontos Décentrique GMT by Patricia Urquiola, Designer and Architect

“My philosophy is to try to keep a kind of intellectual rigor, because I’m an architect by profession. The concept of the design is to keep it very clean, giving it a playful side.”



Patricia Urquiola sees a watch as more than just something you use to tell the time, and this is evident in her sculptural rendition of the Pontos Décentrique GMT, the redesign of which she wanted to keep really clean yet playful. The proceeds of the sale by auction of Patricia Urquiola’s watch will go to the Global Diversity Foundation, [www.globaldiversity.org.uk](http://www.globaldiversity.org.uk)

#### Technical data

**Movement:** hand-decorated automatic mechanical movement ML 121, 30 jewels.

**Functions:** off-center hours, minutes and seconds displays, off-center day-and-night display for second time zone, microblasted brushed silver date display printed in black at 6 o’clock.

**Case:** microblasted stainless steel; on the dial side, convex sapphire crystal with anti-reflective coating; screwed case back with sapphire crystal; water-resistant to 50 m (5 atm), diameter 43 mm.

**Leather strap:** genuine black calfskin

**Dial:** microblasted silver on bathtub design style (1<sup>st</sup>, 2<sup>nd</sup> time zones and date indication); black printed hour markers on both 1<sup>st</sup> and 2<sup>nd</sup> time zones; rhodium-plated hands (hours/minutes/2<sup>nd</sup> time zone), luminous at night.

**Unique Watch:** 1/1

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## “Stainless” – Pontos Décentrique GMT by Rodolfo Dordoni, Designer and Architect

"My goal was to gather three subjects – Maurice Lacroix, Wallpaper\* and myself – in a single 'Stainless' watch. The result is a spotless re-design of the ML Pontos Décentrique."



For Rodolfo Dordoni – whose interpretation of the Pontos Décentrique GMT includes an engraved date mechanism and polished indexes to show the time – everything he designs reflects something of his personality. The proceeds of the sale by auction of Rodolfo Dordoni's watch will go to the European Institute of Oncology, [www.ieo.it/inglese](http://www.ieo.it/inglese).

### Technical data

**Movement:** Hand-decorated automatic mechanical movement ML 121, 30 jewels.

**Functions:** off-center hours, minutes and seconds displays, off-center day-and-night display for second time zone, brushed, skeletonized date display in black gold at 6 o'clock.

**Case:** brushed stainless steel; on the dial side, convex sapphire crystal with anti-reflective coating; screwed case back with sapphire crystal; water-resistant to 50 m (5 atm), diameter 43 mm.

**Leather strap:** genuine brown crocodile skin

**Dial:** sun-brushed silver; applied polished rhodium-plated hour markers; circular opening underscoring date indication (from 3 to 4 o'clock); rhodium-plated hands (hours/minutes/2<sup>nd</sup> time zone), luminous at night.

**Unique Watch:** 1/1

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## “Rough Conviction” – Pontos Décentrique GMT by Kris Van Assche, Creative Director at KRISVANASSCHE

“Doing a watch is quite interesting because it’s such a symbol. So I thought it was kind of a challenge. I knew it was going to be well made - and if you’re going to make a watch, it had better be well made.”



The weathered textures and stainless steel detailing of Van Assche’s watch reflect his belief in the masculinity of men’s fashion. “Whether designing shoes, belts, jewellery or a watch, it should never be too fancy on a guy,” says Kris Van Assche. The proceeds of the sale by auction of Kris Van Assche’s watch will go to Sidaction, [www.sidaction.org](http://www.sidaction.org)

### Technical data

**Movement:** hand-decorated automatic mechanical movement ML 121, 30 jewels.

**Functions:** off-center hours, minutes and seconds displays, off-center day-and-night display for second time zone, brushed, skeletonized date display in black gold at 6 o’clock.

**Case:** brushed stainless steel; on the dial side, convex sapphire crystal with anti-reflective coating; screwed case-back with sapphire crystal; water-resistant to 50 m (5 atm), diameter 43 mm.

**Bracelet/leather strap:** stainless steel bracelet combined with genuine light brown calfskin.

**Dial:** black gold hand-hammered (external section); special oxidized effect (1<sup>st</sup> time zone section) ; engraved hours and minutes markers; rhodium-plated hands (hours/minutes) luminous at night; Yellow-gold plating with black spots hand-painted on second time-zone ring and related hands (hours/minutes); metal-coated sapphire crystal over the date indication (at 6 and 2 o’clock).

**Unique Watch:** 1/1

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## **About Maurice Lacroix**

Since the launch of its first watch model in 1975, Maurice Lacroix has to become a sought-after Manufacture brand. With its own workshops producing complex components for mechanical calibres, Maurice Lacroix joined the exclusive league of Swiss Watch Manufactures at the end of 2006. Thanks to continued innovative development in both technical fields and design, Maurice Lacroix has registered several patents and trademarks. Maurice Lacroix is one of the few independent watchmakers and employs more than 200 people worldwide, the majority of whom are based at the international head office in Zurich and the production facilities in Saignelégier and Montfaucon in Switzerland.

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[www.mauricelacroix.com](http://www.mauricelacroix.com).

[www.wallpaper.com](http://www.wallpaper.com)