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DIETRICH

## **BIOGRAPHY OF THE DESIGNER**

Born in Besançon, the historic watch capital of France, in 1969, Emmanuel Dietrich has had a long love affair with timepieces. Influenced by his birthplace's culture of masterful design and technique, Emmanuel left for Paris to formalize his design education. Graduating from the prestigious Parisian design school, the Ecole Boulle with a diploma in Interior Design, Mr. Dietrich's creative endeavors led him to the world of product design. After 20 years of designing for some of the world's most prominent brands, Mr. Dietrich wanted to magnify his artistic scope and invite his audience into his own universe. "As a designer, an object-obsessed-daydreamer, you spend your life collecting visual impressions. My mind and imagination are saturated with images and experiences that echo and mix ultimately laying the groundwork for my designs. This was the case with the conception of the ORGANIC TIME. The ORGANIC TIME is the translation of my singular world. It is the expression of my desire for balance, a balance between feelings, forms, sensations and pleasure. It is the culmination of my design signature: delicate but bold, powerful yet sensual. The ORGANIC TIME is more than a desirable object; it is a tool that speaks the same organic language as our bodies. This is the philosophy that generates the ORGANIC TIME, an organically different timepiece."