STATEMENTS IN PINK

Nomos Glashütte introduces four new Tetra timepieces with their distinctive square dials rendered in soft neutrals and pinks.

WORDS **BHANU CHOPRA**

Nomos Tetra "Die Kapriziöse," or "The Capricious," has a modern nude tone and silver small seconds

Nomos Tetra "Die Unerreichbare," or "The Unattainable," features a dial with a silver sunburst finish and a touch of pink lavender in the small seconds

Thomas Höhnel is a talented German designer, renowned for his work in the fields of product design, interior design and fashion. He studied design at the University of the Arts in Berlin and at the Central Saint Martins College of Art and Design in London. He has received numerous awards for his work, including the German Design Award, the Good Design Award, and the Red Dot Award.

In recent years, Höhnel as senior product designer of Nomos Glashütte, has expanded his design expertise to work on several products for Nomos Glashütte in its Berlin-based design studio called Berlinerblau. "Like Berlin, we had to liberate ourselves from the barriers of the past," says Höhnel. "Sometimes what's challenging about design is how close you get to it, and we focus too much on what's been done instead of what can be done. But with Nomos, we have the freedom to design for ourselves — we keep things clean and functional, and we get to explore and have Berlin as background noise." His designs include the Ahoi, a water resistant sports watch that was awarded the Good Design, iF and Goldene Unruh awards.

Nomos believes that designing watches and furniture is similar because both fulfill a function and adorn a space. Nomos has collaborated with interior designers Mark Braun and Werner Aisslinger in the past, who have designed successful watch models like the Metro and the Autobahn for the company respectively.

THE ATTITUDE OF PINK

This year, Nomos has announced a new series of four timepieces for the iconic Tetra line during the Salone del Mobile in Milan. The new version of the classic Nomos watch comes in four square dialed models with

All four Tetra watches feature a square case that is 29.5mm by 29.5mm with a slim 6.3mm height
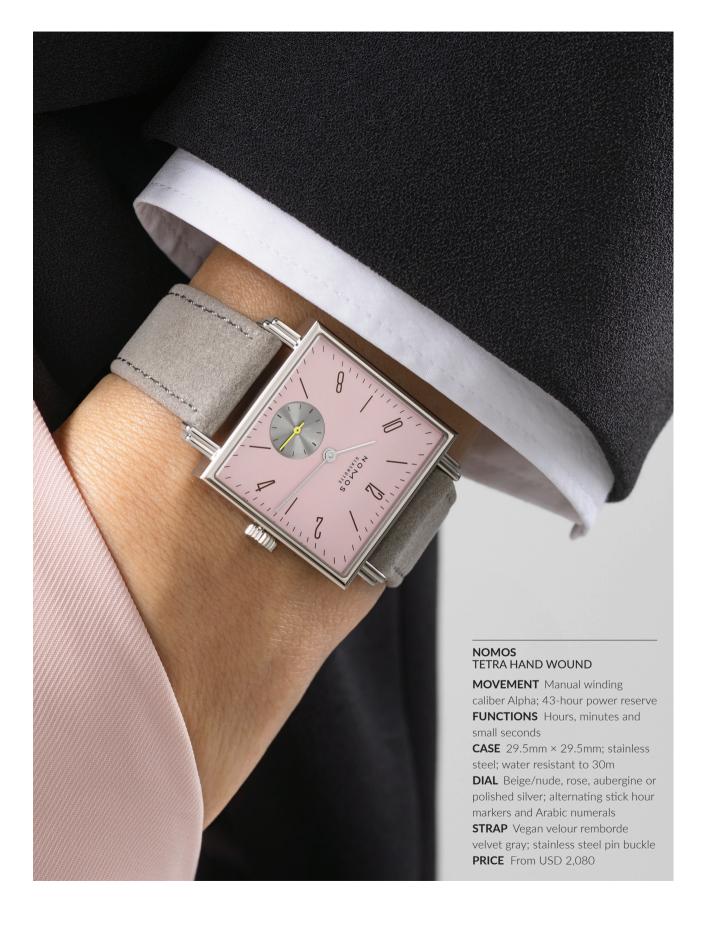
an elegant pink color palette designed by Thomas Höhnel. Throughout the years that followed the very first release of the Tetra, the watch has seen a wide range of interesting, and even controversial, colorways. With different shades of pink and subdued neutral tones, Höhnel's new palette for the watch are a first for the Tetra series.

The square case is 29.5mm by 29.5mm with a slim 6.3mm height and the watch features the Tetra's signature Nomos Bauhaus dial design. Completing the timepiece is a velvety gray strap made of vegan velour. Driven by the svelte (2.6mm height) manually wound caliber, the Nomos Alpha caliber, each watch is a unique take on the color pink as seen by the color specialist and interior designer turned watch designer.

"Die Kapriziöse," or "The Capricious," has a modern nude tone and silver small seconds. "Die Unerreichbare," or "The Unattainable," features a dial with a silver sunburst finish and a touch of pink lavender in the small seconds. "Die Wildentschlossene," or "The Fiercely Determined," is a bold rose pink with a silver small

seconds. Finally, "Die Fuchsteufelswilde," or "The Furious One," is aubergine with a rose gold colored small seconds.

The watches bring a strong sense of color and intention to the clean, modern aesthetic that is at the heart of Nomos design. For all of their similarity to each other and to the watches of the past, it's amazing how these color changes create very different personalities for each variation. These four new Tetra designs are a brilliant addition to the line.

Israel Ortega, editor-in-chief of *Revolution* Mexico and Latin America, sums up the success of Nomos design, "By virtue of its successes and high visibility, Nomos is no longer 'the best-kept secret in watchmaking' or a 'cult brand.' It is a rich, proud company that has managed to earn the admiration and respect of the watchmaking community at 30 years young. The best way to confirm this is to see how the most casual of watchmaking fans can identify a Nomos just a few meters away. This is proof of a universal design that is accompanied by a credibility anchored in quality. ○

NOMOS
TETRA HAND WOUND

MOVEMENT Manual winding caliber Alpha; 43-hour power reserve
FUNCTIONS Hours, minutes and small seconds
CASE 29.5mm × 29.5mm; stainless steel; water resistant to 30m
DIAL Beige/nude, rose, aubergine or polished silver; alternating stick hour markers and Arabic numerals
STRAP Vegan velour remborde velvet gray; stainless steel pin buckle
PRICE From USD 2,080