

# europa star

TIME.BUSINESS



**106**  
**TWELVE**  
**DISRUPTIONS**  
WATCHMAKING'S  
CHANGING FACE



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**24**  
**BASELWORLD**  
**2018**  
CEO INTERVIEWS  
PORTFOLIO



#### Junghans "max bill line"

True to the premise of "form follows function", the artist and Bauhaus alumnus Max Bill created a special kind of timepiece. The logical dial layout of the 1956 kitchen clock, which made design history as the Max Bill wall clock, became the characteristic feature of his timepieces and was incorporated into the design of the first Max Bill wristwatches in 1961. The artist places particular importance on the combination of utility and beauty. With constructive clarity and the pursuit of aesthetic perfection, the design classics of the Junghans max bill line are still produced largely unchanged to this day.

#### Nomos Autobahn

Designed by Werner Aisslinger, the Autobahn is the new automatic watch from Nomos Glashütte. It is reminiscent of a two-seater sports car — no seatbelts, airbags, or speed limit required. The curve of the dial's rehaut, inspired by legendary race tracks, is particularly striking, while the elongated date window between five and seven o'clock is three lanes — or numerals — wide. Superluminova markings flank the hour typography, which not only makes the watch legible at night, but is also reminiscent of the speedometer of a classic car.



#### Movado Museum 1881 Automatic

Launched in 2015, the Movado 1881 Automatic collection was introduced as a new generation of automatic timepieces. Powered by fine Swiss self-winding movements, these contemporary watches are designed for those with an appreciation for Movado's modern design aesthetic. Now for 2018, Movado adds three new Swiss market exclusive pieces to the collection for both men and women — designed with a Swiss Cross-patterned dial. Stainless steel bracelet with push-button deployment clasp or textured black calfskin strap with stainless steel buckle.

