

# NOMOS AT WORK

*Inspired by their offices and their employees, Nomos Glashütte's new 'At Work' series tells the story of the office, but shows it'll easily go from 9 to 5 to cocktail hour and beyond.*

BY JOY CORTHÉSY

## NOMOS GLASHÜTTE AT WORK TETRA NEOMATIK 39 SILVERCUT

### MOVEMENT

In-house DUW 3001 automatic calibre

### CASE

33 x 33mm stainless steel

### STRAP

Horween Genuine Shell Cordovan black leather

Still fairly young compared to other watchmaking brands based in Glashütte, Nomos is making a name for itself through its modern designs and thin movements. One of the most unusual (and striking) models in its new “At Work” series is the Tetra neomatik 39 silvercut – easily recognisable thanks to its robust square case shape. But before we delve into the watch itself, something must be said for its fresh new “silvercut” dial and the inspiration behind it, which elevates the watch from simply classic to plain cool.

Upon entering the Nomos Glashütte design studios in Berlin (or, as they call it, the *Berlinerblau*, or “Berlin blue”), you instantly understand that it’s a Nomos building. The offices are white, bathed in light from tall windows, and the walls are lined with mood boards – literally, one wall is just covered in dials with different colour variants, which will soothe any inner perfectionist – tacked with images the designers

draw inspiration from, including one with the brand’s latest line, the “At Work” series. On this mood board are several different images, some of watchmaking machines, measuring devices, and one of a bullet-styled 1930s Mercedes-Benz Silver Arrow racing car. From this, the designers at Nomos drew their inspiration for the dynamic silvercut dials.

“We wanted to appeal more to men with this series, men who are career oriented, so we went with a bigger case size. And then with the dial we wanted something more ‘machine’-oriented, so we took inspiration from the *silberpfeil* car,” explains Thomas Höhnel, product designer for Nomos Glashütte. The silver dial looks like a streak of metal, as if a car has whooshed past you. “We were looking at galvanised dials and brushed dials, which are typically brushed vertically, and we decided to just turn it horizontal to be more cool and dynamic,” he continues. “So, the silvercut looks

like it goes ‘Zoom!’”

Though larger in case size, Nomos stays true to what makes it a contender in watchmaking today, which is the modern design and thin movement. With 33mm by 33mm dimensions, the Tetra silvercut houses the brand’s own in-house movement, the automatic calibre DUW 3001, which measures 3.2mm in height – an incredibly thin movement that took the brand years of research and almost €12 million of development to make.

The Tetra neomatik 39 silvercut (and, generally, the entire At Work series) represents everything Nomos does well: smart, thoughtful design with the accurate movement to back it up. And Nomos design was what Höhnel had in mind: “We looked around us, in the office and Berlin culture in general, and we wanted to create something that was appropriate for today’s career guy. But more importantly, At Work tells the story of us, in the office, and our work ethic.”★

