

DESIGN ENVY

Undeniably the “quiet one” of the brand’s Aqua series, the Club Automat Datum certainly deserves some attention.

BY JOY CORTHÉSY

NOMOS CLUB AUTOMAT DATUM

MOVEMENT

In-house built Nomos DUW 5101 caliber;
42-power reserve

CASE

41.5mm stainless steel; curved sapphire
glass and screwed sapphire glass caseback;
galvanized white silver-plated dial

STRAP

Blue-black textile strap with winged clasp

If you had to sit down and conceive the ideal watch for Generation Y, what would it look like? Forget touch-screen smartwatch madness (there are too many screens in the world as is)—in terms of design, the Gen Y customer (most likely a lover of Apple products and VSCO filters, but still reading paperbacks to preserve some nostalgia) would wear a piece that feels muted and yet, has a surprise, a visual cue that grabs the eye in the midst of clean lines while respecting the use of white space. Nomos Glashütte undeniably embodies that design aesthetic, especially with the Club Automat Datum as the latest addition to the Aqua series—a collection that feels young without being juvenile, fitting for that transition from summer layabout to young professional.

The Club Automat Datum is the “quiet one” in the Aqua series. Compared to its bright summer blue or siren red relatives, the Automat Datum doesn’t steal the spotlight—and that’s a perfectly good thing. You wouldn’t call it extravagant, but you wouldn’t call it conservative, either. By day, the 41.5mm stainless steel case looks fitting for somebody starting their first office job—it’s noticeable but not too noticeable, the ideal balance when you want to make an impression at your new gig. At night, the watch demands more attention when its gray Super-LumiNova indexes glow green, and the neon orange minute markers add a fun touch to the white dial. And to boot, this isn’t a watch that’s meant to stay inside. The case is robust and, along with the rest of the Aqua series, is water-resistant to 200 meters.

The movement is new for Nomos, making slight improvements on its pieces’ predecessor, the Nomos caliber Zeta. The DUW 5101 (“DUW” short for Deutsche Uhrenwerke, or roughly translated, “German Clockworks”) has the patented Nomos swing system with a tempered blue balance spring setting the pace and a bidirectional rotor

winding the mechanism. The movement is accurate and elegant, true to the standards of the small watchmaking town of Glashütte, and visible through the transparent caseback.

Fitting for those who don’t do flash but want a pop of brightness, the Club Automat Datum is a quiet, but certainly noticeable, piece of modern design that anyone would envy. ★



