



# ANTOINE MARTIN

swiss contemporary watch manufacture

MEDIA RELEASE

## A WORLD FIRST FOR BASELWORLD 2013 – ANTOINE MARTIN'S TRIBUTE TO AUTHENTIC TIME: THE NEW SLOW RUNNER COLLECTION

ALPNACH, MARCH 2013. INNOVATIVE WATCH MANUFACTURER ANTOINE MARTIN HAS SUCCEEDED IN BRINGING ABOUT A REVOLUTIONARY REDUCTION IN BALANCE FREQUENCY. THE RESULT IS THE FIRST AND ONLY WRISTWATCH IN THE WORLD TO OPERATE AT 7200 BEATS PER HOUR, OR JUST ONE HERTZ, WITH ALL THE QUALITIES OF A FINE PRECISION TIMEPIECE. A FUNDAMENTALLY NEW DESIGN IN HIGH-END WATCHMAKING AND A MOVEMENT WITH A BALANCE MEASURING AN INCREDIBLE 24 MILLIMETRES IN DIAMETER.



*AM36.01 Slow Runner movement*

With the idea of "slowing down time", Antoine Martin has created a sensational counterpoint in mechanical watchmaking. Contrary to the underlying trend towards small, rapidly oscillating balances, the forward-looking watchmaking company on Lake Lucerne in Central Switzerland has made an unequivocal commitment to large dimensions, poise and longevity. The balance of the new 36.001 calibre beats with an unbelievably leisurely frequency of 7200 beats per hour, or just one hertz. This is not even half as fast as the slowest-running designs currently available in the modern watchmaking industry.



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## TURNING A PHILOSOPHY OF TIME INTO A TIMEPIECE

Martin Braun has very clear ideas. Partner and head watchmaker at Antoine Martin, he is firmly convinced that fast-beating movements and small balances should not be the aim of mechanical timekeeping. When it comes to frequency and miniaturization, quartz incontestably leads the field.

Mechanical watchmaking has a higher purpose. And that is decidedly not to step up the pace of the already hectic times we live in. Mechanics should be all about slowing down the passage of time. Its job is to return time to a rhythm with which both Nature and human beings can feel at one. In much the same way that the slow food movement has established itself as an antithesis to fast food, genuine mechanics represents a clear counterpoint to the hectic pace and sensory overload typical of our age. In a watch, it is not speed that counts so much as the way we experience the phenomenon of time. The quality of life is not about having more, but the right quantity. And life's one true luxury is time itself.

Bruno Jufer, CEO of the brand explains: "The new Slow Runner Collection from Antoine Martin evokes precisely this sensation of time. It takes mechanical watch lovers back to essentials. Permanently. The rhythm of 7200 beats per hour gives the wearer a completely different experience of time. The Slow Runner is an invitation to take life a little easier. The seconds hand advances at the rate of exactly twice per second. And it does so with utmost precision."

Never has the experience of time been quite so authentic as with the Antoine Martin Slow Runner.



*Slow Runner SR01.710. 18K 750 rose gold case with silver-coloured dial*



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## A MORE MEASURED PACE

This quantum leap towards a slower, more measured pace is not some trick effect achieved using an additional gear train, as in conventional one-hertz watches. On the contrary: it is the theoretical outcome of a thorough analysis involving material and frictional characteristics and mathematics. On the practical side, there was the experience gained from the existing silicium escapement (HPE), which had proved its worth and was designed in-house by Antoine Martin. Martin Braun recognized the possibilities for mechanical applications that were opened up by new materials like silicium. The silicium escapement comes with a silicium balance spring that is much more stable than a classic steel spring. At the same time, a balance with a 24-millimetre diameter builds up so much kinetic energy that small impacts or sudden, extreme movements no longer have any influence on it.

When developing the new movement, Antoine Martin did not rely solely on the new high-tech material, silicium, or the unusual dimensions. By making a number of selective design modifications, Antoine Martin's team of engineers significantly improved the movement's isochronism (evenness of the rate). Further technical details:

- the balance wheel has two weighted screws to aid adjustment (in place of the usual index or arrow)
- the extreme precision involved in production of the silicium balance spring meant that both the position of the stud and the "knee" in the spring could be optimized.
- the balance rim of Grade 3 titanium oscillates on a balance bridge with an additional shock absorption system and six cabochon jewels.

The result is a perfectly stable rate combined with maximum run time and efficiency.

The company's wish to establish a connection between traditional and modern watchmaking prompted it to develop rarely used wolf (or helical) tooth gearing for the winding train. Naturally, the AM36.001 movement integrates all the features that have proved themselves in previous movements made by the company as well as the perpetual calendar and the tourbillon. These include parallel-adjustable banking pins, toothing developed in-house with chamfered gears and sinks, and tempered steel threaded bushes. All in all: a compelling statement of belief in the concept of authentic time.

## TECHNICAL FEATURES SLOW RUNNER AM36.001

Diameter 36 mm	High Performance Escapement (HPE)
Movement height 8.6 mm	Kif shock absorber
7 200 bph	Additional shock absorption via 6 cabochon jewels
Adjusted in 5 positions	Distortion-free steel balance bridge
199 individual parts with 23 jewels	Freely oscillating balance spring
Silicium escapement (pallets, escape wheel, elliptical impulse pin)	Precision adjustment with weighted screws
Silicium balance spring	Precision adjustment of backlash
Grade III titanium balance	Winding train with wolf tooth gearing
96-hour power reserve with display	All parts polished and chamfered.



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*Slow Runner SR01.110 Stainless steel model with silver-coloured dial*



*Modern case design: Slow Runner viewed from the side*



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## THE COLLECTION

The Slow Runner Collection comprises three different models.



### **SR01.110.1**

*in-house AM36.001 movement  
hand-wound movement with 92-hour power reserve  
7200 hbph, frequency 1 Hz  
case made of stainless steel, water-resistant to 50 m  
sapphire glass, antireflective on both sides  
black Louisiana alligator leather strap  
with triple-folding clasp in stainless steel  
CHF 19'500*



### **SR01.100.1**

*in-house AM36.001 movement  
hand-wound movement with 92-hour power reserve  
7200 hbph, frequency 1 Hz  
case made of stainless steel, water-resistant to 50 m  
sapphire glass, antireflective on both sides  
black Louisiana alligator leather strap  
with triple-folding clasp in stainless steel  
CHF 19'500*



### **SR01.710.1**

*in-house AM36.001 movement  
hand-wound movement with 92-hour power reserve  
7200 hbph, frequency 1 Hz  
case made of 18K 750 rose gold, water-resistant to 50 m  
sapphire glass, antireflective on both sides  
brown Louisiana alligator leather strap  
with triple-folding clasp in 18-carat (750) rose gold  
CHF 34'500*



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## ABOUT ANTOINE MARTIN

ANTOINE MARTIN stands for a consummate blend of watchmaking expertise, traditional craftsmanship and clarity of vision. The brand puts Martin Braun's 30 years of watchmaking experience in an entirely new light. His impressive debut with a Perpetual Calendar will provide the foundations for more outstanding and unusual creations. "In future there will be no limit to our innovation," is how Martin Braun summarizes his philosophy.

Under the management of Bruno Jufer, the team has one credo: "Mastering Perfection" and works to establish the brand to a global watch manufacturer in the high end luxury watch segment. "Our watches are made for a discerning clientele and for connoisseurs who take an interest in technology, have high expectations regarding quality and are looking for something out of the ordinary," is the way Bruno Jufer, CEO at ANTOINE MARTIN, describes the company's strategy.



*Martin Braun, Master Watchmaker*



*Bruno Jufer, CEO*

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