

Press release

## **Masterpiece Collection Pedigree watchmaking**

The sheer epitome of Maurice Lacroix expertise, the watches of the Masterpiece Collection capture the urbanity, dynamism and elegance of the 21st century. As the brand's flagship, this collection is brilliantly masterful in its interpretation of complications, including the retrograde and moon indications over which Maurice Lacroix has shown such total mastery over the years.

While the Masterpieces have previously developed in tandem with manual winding mechanisms, last year saw them adopt automatic calibers for the first time. In 2012, the collection continues to expand, revisiting its long-standing manual expertise with a new version of the incredible Masterpiece Roue Carrée Seconde. Meanwhile, the new Masterpiece Lune Rétrograde further enhances the range with a new self-winding manufacture movement that subscribes to the highest standards of traditional mechanical watchmaking

The modernist design reflects the quest for innovation encapsulated by the brand's "Never Stop Moving" advertising campaign launched last year. While the notion of movement is always at the heart of each timepiece, each design is also driven by innovation. In this collection, time is a form of expression that accepts no compromise.

## **Masterpiece Roue Carrée Seconde Pink Gold**

### **Gold standard engineering**

The acclaim of the public and connoisseurs reserved for the now famous square wheel has led the range to be extended towards a level of ultimate refinement. In 2010, Maurice Lacroix revolutionized the mechanics of time by designing a square gear wheel –a first in watchmaking history which, beyond its aesthetic value, inaugurated a new way of charting the onward march of time. In 2011, the Maurice Lacroix square wheel offered new angle on time's course with its focus on the seconds hand. This year, the Masterpiece Roue Carrée Seconde has been adorned with pink gold in order to highlight the exclusivity of its display mechanism.

Who can tear their eyes away from this right-angled wheel in perpetual motion? No easy task; as the mechanism is completely captivating. Fashioned in pink gold, like all the time markers, it is set against the backdrop of a brown-black bottom plate. The striking contrast accentuates the hypnotic effect of its angular journey and the geometrical interplay of its lines and curves. The small seconds display comes to life before our eyes with the lively and rhythmic pace of the perforated square wheel, itself driven by a second clover-shaped wheel. With corners and edges that fit together as precisely as their circular counterparts, the two gears rotate continuously to produce a highly dynamic visual effect and remind us that time never varies in its onward journey.

The hours, minutes and power reserve are engraved directly on the plate of the movement and worked in gold. The 46 mm diameter steel case affords time a generous arena in which to express itself with characteristic boldness. The alternating satin and polished finishes highlight the forms. A large sapphire crystal case back reveals the mechanical ML156 movement, decorated with Grand Colimaçon in the purest Swiss watchmaking tradition.

Dedicated to excellence, the new Masterpiece Roue Carrée Seconde Gold embodies the very spirit of the collection. A spirit in which engineering and aesthetics combine forces to push back the boundaries of design. Resolutely masculine and an undeniably expert piece of watchmaking, this new timepiece is highly refined while confirming the brand's expertise. It epitomizes watchmaking sophistication and affirms the total mastery of Maurice Lacroix in the arts of mechanical display beyond question.

Designed by engineer watchmaker Michel Vermot in collaboration with the Haute Ecole Arc du Locle, the square wheel mechanism took years of development. By definition, the gears of the non-circular gear wheels cannot be regular. The principal challenge was therefore to determine the shape of their teeth, in order to guarantee constant power transmission. The wheels were made using LiGA technology, a revolutionary process combining the techniques of photolithography and electroforming to produce micro-components of high precision and finesse, unmatched by traditional machining methods.

Engineer watchmaker Michel Vermot taught for 20 years at the Haute Ecole Arc, located in Le Locle (Switzerland). A specialist in mechanical and electronic watchmaking, he managed many industrial projects at HEArc. He now runs the Movement Development Department at Maurice Lacroix

**Technical Information Masterpiece Roue Carrée Seconde Pink Gold, limited edition 88 pieces**

**Movement bridge / dial:**

- In line with the Masterpiece Roue Carrée Seconde design, the dial has been created on the movement main plate itself, and decorated with a large “Grand Colimaçon” finished in brown
- The square wheel and cloverleaf mesh transfer power with the same precision as the cogs in their circular counterparts; in addition the wheel is used to indicate the seconds
- The hours and power reserve indication are engraved on the brown main plate
- The square wheel and clover leaf are highlighted through a circular opening on the movement main plate itself, decorated with a sandblasted background and white printed second indications

**Case :**

- Pink gold, Ø 43 mm, satin and polished finishing
- Domed sapphire crystal with anti-reflective coating on both sides
- Screwed case back with wide sapphire crystal
- Water-resistant to 50m/5 atm

**Movement wheel indicators / hands:**

- Trailing square wheel for the seconds display, satin-finished upper part and polished circumference, two tones execution in rhodium and pink gold plating (including clover-leaf), seconds pointer with luminescent coating (blue emission)
- No rotation axis visible
- Stamped hours and minutes hands with diamond-cut head in the pure tradition of hands making
- Stick hand for power-reserve

**Strap / Bracelet:**

- Matt brown crocodile-skin strap (lined with black calfskin and brown over-stitching)

**Buckle:**

- 18K pink gold standard buckle

**Total gold weight:**

- With standard buckle: 68,1 g (18K)

**Movement:**

**ML 156 mechanical movement, hand wound**

- Developed in collaboration with the HE-ARC watch-maker engineering school in Le Locle, manufactured and assembled by Maurice Lacroix
- Design patented (square wheel/cloverleaf)

**Functions:**

- Hours and minutes indicated by central hands
- Small second display by square wheel at 6 o'clock
- Power reserve at 3 o'clock

**Vibration:** 18'000 alt/h, 2.5 Hz

**Power Reserve:** 45 hours

**Jewels:** 34

**Adjustments:** 5 positions after full winding and after 24 hours

**Decoration:** Grand Colimaçon, rhodium coated finishing on backside, and brown on upside