

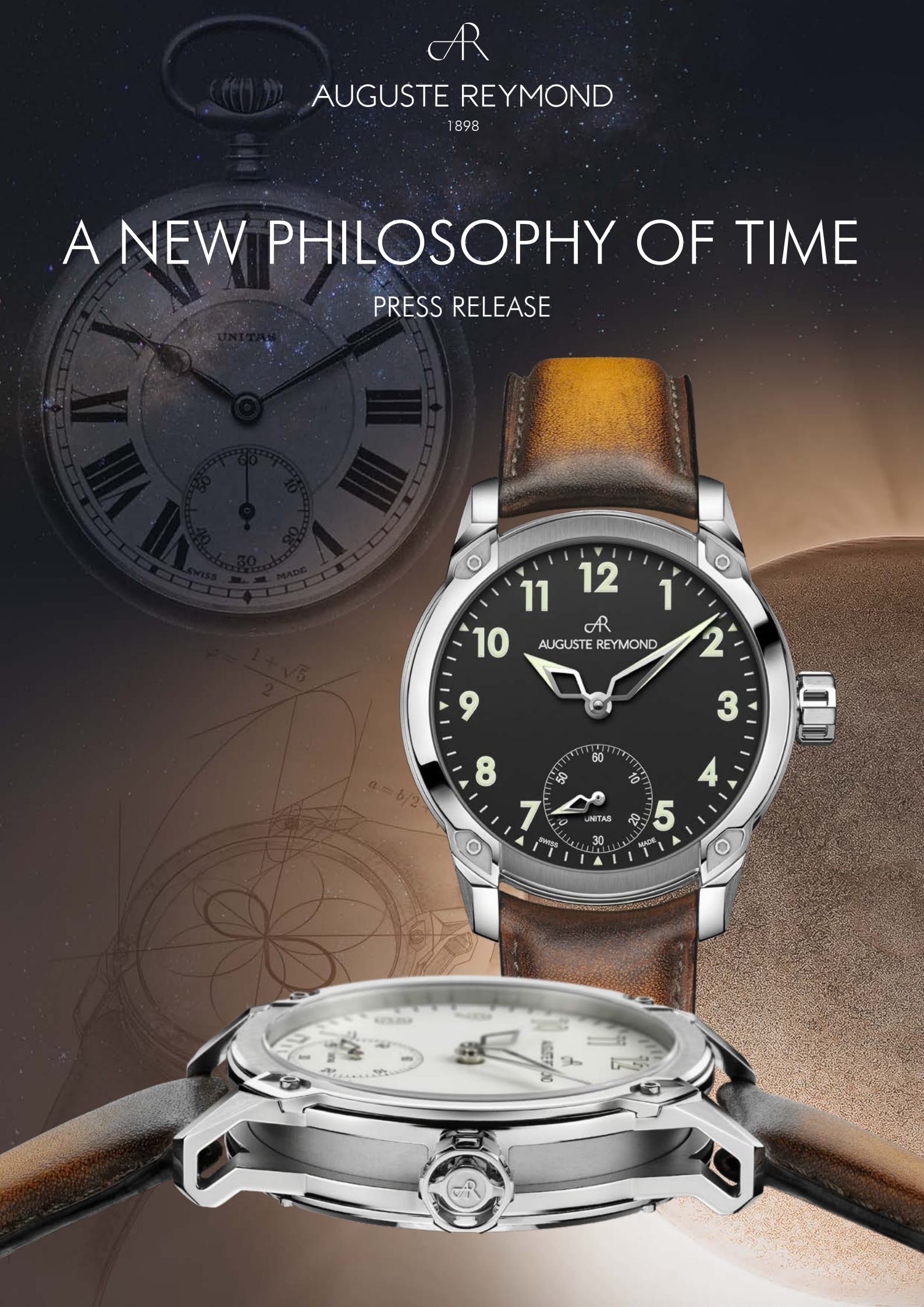


AUGUSTE REYMOND

1898

# A NEW PHILOSOPHY OF TIME

PRESS RELEASE





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"It's not just the number of atoms, it's the number of worlds  
in the universe that is infinite."

Epicure

Since time immemorial, men have turned their gaze to the stars to capture the passage of time. From the Babylonians to Anaximander, Indian cosmology, Arab discoveries, Newton and Galileo, it was through the display of galaxies and the light of stars that these celestial watchmakers learned to measure the passage of days and nights, hours and minutes.

In establishing his own Manufacture in Tramelan in 1898 at the age of just 26, Auguste Reymond at once proved himself part of the modernity of his century, that of the revolution, nourished by thousands of years of mankind's fascination with

the heavens. Auguste Reymond too, believed in his lucky star. The stars of Tramelan in the heart of Switzerland, were more than kind: in just a few years, the young entrepreneur took on more than a hundred employees and won a number of prizes, including two gold medals at the Universal Exhibition in Brussels in 1910 and at the National Exhibition in Bern in 1914.

Very soon his UNITAS movements, recognised for their reliability, equipped a large number of timepieces. Very soon his UNITAS movements, recognised for their reliability, equipped a large number of timepieces.





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## A new philosophy of time

If Auguste Raymond's story made such a deep impression on the region, it's not just because of the remarkable quality of his timepieces and famous movements. It's also and above all a question of frame of mind.

According to Auguste Raymond time is a story in itself. For the Manufacture's creator, a watch must be for life, placed under the sign of the stars so dear to this entrepreneur who lost no time in providing his timepieces with moonphase indications. Today, this philosophy blends with that of Philip W. A. Klingenberg: the third millennium is primarily an era of intimacy and individuality but also involves being part of a cosmic system that encompasses every being and gives meaning to the course of their life.

This mystical dimension resonates in particular in sacred geometry, which today has become the underlying creative principle accompanying the conception of each Auguste Raymond model.

Today, this new philosophy of time enjoins every owner of a Auguste Raymond watch to live the

plurality of every instant and retain the essential. As with the first astronomer-watchmakers, this state of mind harks back to the very sources of knowledge, as well as to awe and serenity.

Auguste Raymond never conceived time merely as a succession of seconds. It is first of all an intimate experience that unites all the dimensions, embodied in the ancient divinities. Born in the heart of Europe, in the magnetic fields of the Jura massif, Auguste Raymond's time embraces all dimensions, from the micron scale to the immensity of the cosmos, offering everyone all the opportunities for projects and dreams that light up the finest moments, revealing their multi-dimensionality and universal essence.

An Auguste Raymond watch is thus as much a timepiece as it is a talisman revealing the secret connections that link each of us with the cycle of the stars, the tides and the entire cosmos.

## Symbols and sacred geometry

Today, this philosophy is expressed in their new timepieces and defines their new emblem. The initials of the founder are included in an elegant composition combining several symbols: the earth, the phases of the moon, an hourglass, the symbol of infinity and the lucky number 8. This emblem embodies the values of continuity specific to the brand and the link revealed between the earthly and the celestial since the beginning of time.





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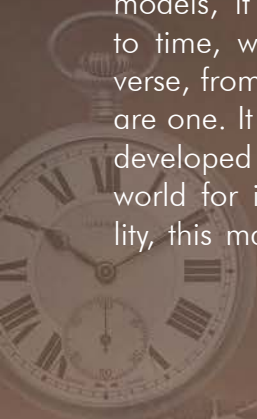
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## ORIGIN COLLECTION: TO THE SOURCES OF UNIVERSAL TIME

The ORIGIN collection delves into the very sources of astronomy and mathematics, the two disciplines at the origin of watchmaking. In three models, it embodies a cosmographic approach to time, where science and mystery of the universe, from the infinitely big to the infinitely small, are one. It is also a tribute to the famous UNITAS developed by Auguste Reymond. Known across the world for its robustness and outstanding reliability, this manually wound mechanical movement

now equips every model in the ORIGIN series. Inspired by the proportions of sacred geometry, the ORIGIN case is harmoniously balanced in aspect. With a diameter of 44 mm, its design, decidedly characteristic of modern watchmaking, comprises four distinct but intimately interrelated elements: the housing containing the movement, protected by a skeletonised case with openwork horns and middle, the bezel and the screwed case back.





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$$a = b/2 + \sqrt{(b/2)^2 + b^2}$$

## ORIGIN

Available in two versions – with a black dial and with a white dial – this sleek model, with a small seconds indication at six o'clock, embodies Auguste Reymond's stylistic and trend-bucking modernity.

The Arabic numerals and the railtrack minute-circle make for appreciable reading comfort, further enhanced by the drawn out silhouettes of the hours and minutes hands.





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AR.OR.07H.001.401.201  
1'995 CHF



AR.OR.07H.001.101.201  
1'995 CHF



DIAMETER



MOVEMENT



WATER RESISTANCE



## CASE

Stainless steel, ORIGIN construction  
Screwed bezel  
Skeletonised stainless steel crown  
Diameter: Ø 44 mm  
Water resistance: 100 m



## MOVEMENT

Hand-wound mechanical movement, UNITAS  
Power reserve: 44 hours



## FUNCTIONS

Hours, minutes and small seconds



## DIAL & HANDS

Vintage white or black dial  
AR Compass-like hands with Super-LumiNova®



## STRAP

Vintage brown calf leather strap 22/20  
Folding buckle, single swing