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“Forum Zeitgeist”: The Many Faces of the Art of Watch Making at inhorgenta europe

Platform for watch manufacturers rings in the second round

Small yet sophisticated, high calibre and innovative – there is a very versatile, energetic, and well-respected guild of watch manufacturers in Germany. Since 2009 inhorgenta europe has offered these specialists their own presentation platform in the ‘Watch Hall’ A1, the ‘Forum Zeitgeist’. “We want to provide retailers with the opportunity preview and to get to know the selection of mechanical watches by exclusive, German precision-hand-craft-oriented manufacturers at inhorgenta europe – analogue to our Designer Hall C2 – since there is also a trend towards individuality in this segment,” explains Armin Wittmann, Exhibition Director inhorgenta europe. “The reputation of the forum quickly became common knowledge – this year we received more inquiries than we could accommodate due to space constraints.”

Messe München implemented the successful and inviting forum in 2009 because in the past many smaller watch manufacturers were unable to participate in large trade expositions due to the high cost of attendance. Here are a few of the exhibitors and their products to be seen at the second “Forum Zeitgeist”.

Arctos Watches

“The history of our production dates back to the year 1923. Many of the watches we have created since then are now sought after collector’s items, such as the rare ‘Arctos Horometer World Timer’. We are best known for our precise and robust field watches and chronographs, often still presented as special gifts to high-ranking officers. This year we want to introduce, among others, our ‘Arctos NATO Field Watch’ designed to satisfy the highest requirements of special ops units and commandos, as well as discerning watch aficionados.”

Jörg Alex Schotte, Arctos Watches

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Greiner - Watches

"We are a specialized watch manufacturing company, consisting of two experienced masters. Our specialty is the production of hand-crafted watches of exceptional quality and design. We are best known for our wrist watches from the series 'Taktlos' ('Indiscrete') featuring erotically moving figurines, or the customized motive watches, with hand-crafted silver face replicating a photo provided by the customer. All watches feature German craftsmanship and quality, and Swiss movements. Our customers enjoy one-of-a-kind watches with enduring value."

Günther Salomon, Owner

Hacher Watches

"We are bringing a number of current collections. We are especially pleased to be able to welcome two-time Rally World Champion and four-time winner of the Monte Carlo Rally, Walter Röhrl at our inhorgenta europe booth on February 21st, 2010! He will present his exclusive new watch series WRC 2.4.14, limited to 301 pieces. Mr. Röhrl personally wears the watch with the number 1, and number 301 will be auctioned off for a good cause. All chronographs are tested by Walter Röhrl at a rally: or better, accompany him in his Porsche. The chronograph features a Valjoux 7750-25 movement, sapphire glass, a glass back with black steel rotor, and Walter Röhrl's signature."

Jürgen Herzberger, Owner Hacher Uhren GmbH

Meistersinger

"Our single-hand watches are meant to counteract our 'accelerated society'. The watches' charm is that while precise, they display time in five-minute increments and teach us to become more relaxed in the handling of time. When we launched these watches in 2001, there were many sceptics – today we can proudly say that we launched a true classic. The single-hand watch provides the user with a feeling of sovereignty over time rather than hectic insistence on every second. The watch is offered with a variety of movements, and we also produce classic three-hand watches, whose styling clearly identifies them as genuine MeisterSinger watches. Another true highlight is our flagship 'Singulator', a regulator featuring toothless spring wheel gearing instead of cogs for play-less operation."

Manfred Brassler, Founder and Owner

Schaumburg Watch

"As a small manufacturer of exceptional chronometers our motto is 'Highest Quality at Any Price'. We are best known for our high-performance real-time watches for tough athletic and professional use, as well as our watch making seminars in which we teach participants without watch making know-how to build their own watch with the help of a professional watch maker. At the upcoming inhorgenta europe we will exclusively introduce the new 'Gnomik II', available with a number of

different movements, such as palaeon horlogery or renaissance movement. In addition, we will present the world's first regulator with 24-hour display and three-quarter plate in Munich.”

Frank Dilbakowski, General Manager

Watch Making Institute Glashütte

“Our watch making institute is proud of its long tradition, and we are very pleased to come to inhorgenta europe. We work closely with many renowned, local watch manufacturers, such as Lange & Söhne or Nomos. In Munich we will introduce a number of exciting projects put together by our students, among them the ‘Goldene Unruh’ competition on behalf of ‘Uhrenmagazin’, for which we manufactured eight pieces; the school bag watch; or the table sundial. We also want to take advantage of the opportunity to make and intensify plenty of industry contacts.”

Marion Vogler, Department Chair Watch Making Institute Glashütte

UTS Watches

“Our production was launched in 1999 and grew from our passion for high-quality mechanical watches. We develop watches which pair engineering-science know-how with the desire to create exceptional timekeepers. The UTS developers are competent mechanical engineers and thus prefer to put their trust in calculations instead of random construction concepts. Our watches are precision instruments and uncompromising sports watches; they are absolutely waterproof, pressure-, temperature- and impact-resistant. Among other products we will present the dive watch ‘UTS Diver 3000’ at inhorgenta europe, water-resistant to 3000 meters, or the ‘UTS Tourbillon’, an exceptional, cantilever-mounted tourbillon with manual winding mechanism and 3-day reserve in a sports watch case.”

Nicolaus Spinner, UTS Munich Engineering Office

More information is available at www.inhorgenta.com

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About Messe München International (MMI)

Managing close to 40 trade expositions for industrial, consumer goods, and new technology, Messe München International (MMI) is one of the world's leading exposition companies. More than 30,000 exhibitors from over 100 countries, and more than two million visitors from over 200 countries participate in the Munich-based events every year. In addition, MMI manages trade expositions in Asia, Russia, the Mid East, and South America. MMI operates a global network with six foreign subsidiaries in Europe and Asia, as well as 64 foreign representations, covering more than 90 countries worldwide. As an internationally active company, Messe München International is dedicated to endorsing sustainability and environmental protection.

More information at www.messe-muenchen.de