





REPORT

DIAL

THE FACE
OF THE WATCH

A REPORT BY HUBERT DE HARO / HDH PUBLISHING



DRAW ME A DIAL!

Whether admired or misunderstood, the watch designer is a key figure in any new project. Collectors often see them as artists, with a strong personality and a rich cultural background. But the designers themselves are more inclined to view their role as achieving a subtle balance of convictions and constraints. *Europa Star* asked five of them about their experience.

Designers agree on one crucial point: much of a new watch's success hinges on its dial. Or as Benoît Mintiens, designer and founder of Ressence, puts it: "The purpose of a watch is to display information and for this reason the dial is its heart." So much so that Barth Nussbaumer – the man behind the Golf for TAG Heuer, the Grande Seconde for Jaquet Droz, the Escale for Louis Vuitton and the Chronographe Rattrapante for Petermann Bédard – used to show clients initial sketches of the case without dial: "They would be so focused on the dial they almost forgot about the case. Also, time constraints meant it was impossible to properly study both the case and the dial." And there you have it. Forget the romantic image of the artist following their creative instinct; a watch designer must work within strict constraints, as Éric Giroud confirms: "A dial is a multitude of events which you have to 'befriend' in order to create something that will stand out."



Éric Giroud

"The Geometry's dial pays tribute to traditional guilloché through a contemporary, deconstructed approach which introduces a new element."



Geometry
by Schwarz Etienne