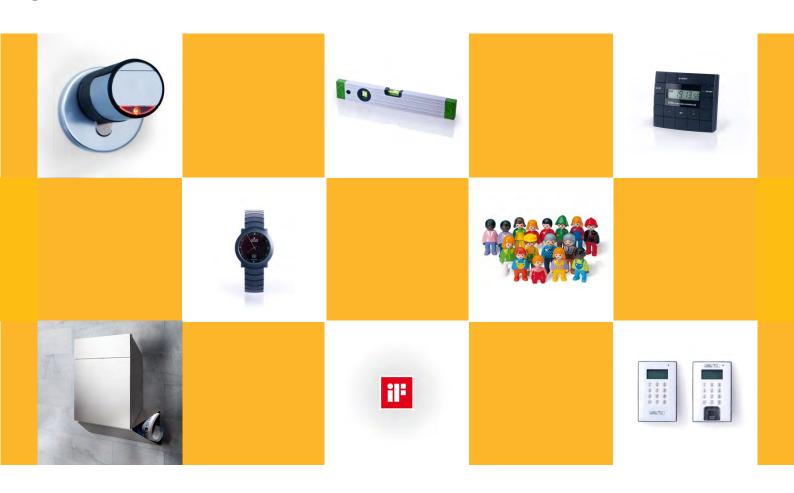


JUNGHANS DESIGN / MAX BILL WRISTWATCHES



PROJECT-EXPOSÉ

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PROJECT EXPOSÉ

DESIGN MANAGEMENT FOR MAX BILL WRISTWATCHES:

Since the introduction of the radio controlled and solar driven ceramic watch in 1994 the innovation cycle of the radio controlled watches had reached its peak. Junghans had entered unknown territory with these technologies and now the brand was seeking meaningful extensions for its assortment.

With the technologically innovative range of products, some almost crossing the boundary of reasonable feasibility, an addition to the classic base with high quality in design and execution was considered to be of great importance.

Various watch models were selected from the company's files but one particular series stood out immediately: in the mid-fifties the designer and architect Max Bill had received a contract from Junghans Uhren GmbH to design a kitchen clock. Straightforward and simple, according to the principles of the College of Design in Ulm, he had designed clocks whose beauty lay in their functionality. From these first kitchen clocks the first MAX BILL WRISTWATCHES were developed in 1961.

With meticulous attention to detail the Development Department found descriptions and some images of the originals in the archives. With this information the dials were redrawn, the housing was adapted for a good modern hand-wound movement, and, despite initial scepticism of the technological fixed top-management, I was able to help through the project and to show the first collection of MAX BILL WRISTWATCHES at the fair in 1997.

The MAX BILL WRISTWATCHES with the sleek clean design fitted entirely into the then already recognizable design trend of "new realism" that could be understood as an answer to the extravagant decoration of the Italian "Memphis" style, or even the products resulting from the credo of "form follows emotion" in the mid-80s.

In 2001, when the British designer Sir Jonathan Ive based the development of some strong new technical devices for Apple Computer Inc. on the functionally oriented "Bauhaus" design this design philosophy was enlivened even more becoming somehow "timeless and everlasting".

With the clearly recognizable roots in the German Bauhaus in Dessau, this design concept represented just the design of classical German modernity, immediately making these up-to-date watches typical products of the original German brand Junghans.

The small group of max bill wristwatches with classic winding movements attracted a great deal of attention when they were launched in 1997. Right from the start, these watches found their way into the displays of leading design shops and exclusive watch retailers. Junghans followed this up with chronographs and models with special features and the max bill watch series was honoured twice in succession as "best watch design" at the INHORGENTA trade fair.

A few years later, the timeless max bill wristwatches were also equipped with automatic movements and promptly honoured with the "**Red Dot Award 2018**" for their perfect shape and comfort. The range, which continues to sell with ever-increasing success to this day, continues to mark the long tradition of the Junghans watch brand.

SYNTHESIS DESIGNPARTNER

PROJECT EXPOSÉ

The JUNGHANS DESIGN MAX BILL wristwatch with plain leather strap is totally in the style of the 60s





Shortly after the release of the MAX BILL watches series
The Süddeutsche Zeitung rejoiced the revival of the classic watch





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