

JUNGHANS -MAX BILL MEGA SOLAR TITANIUM- WRISTWATCH



reddot winner 2021
best of the best



PROJECT EXPOSÉ

Download PDF

PROJECT EXPOSÉ

DESIGN MANAGEMENT FOR EXCELLENT WRISTWATCHES:

Junghans radio-controlled wristwatches have been at the technological forefront of the watch market for around 30 years: the radio-controlled movement obtains its energy from a solar dial and a small rechargeable battery.

The first watch to combine radio control and solar energy in a ceramic case to create watches with exceptional reliability was the Mega Solar Keramik wristwatch. With its self-sufficient technology and robust case, it always ran and always showed the correct time. A watch that required so little consideration and attention due to its self-sufficient technology and robust case that it reliably supported its wearer with the most accurate time display: perfectly delegated intelligence. This exploited the sensible and affordable technical potential of innovations for the original function: displaying the actual time.

The technical appearance of the Junghans MEGA Solar Keramik was of particular interest to buyers with an affinity for technology. For those who favoured elegant and decorative watches, as design manager I chose from the company archive the minimalist, classic shapes and dial designs by Bauhaus student, designer and architect Max Bill. With rather simple winding movements, a small group of max bill wristwatches already drew a great deal of attention when they were launched in 1997. Junghans followed this up with chronographs and models with special features and the series of max bill watches were 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.

However, the two poles in the range still made the choice difficult. The product line of radio-controlled solar ceramic watches stood for reliability, the max bill wristwatches for elegant aesthetics. The next step was heralded when in 1995 first tests with radio-controlled movements in metal cases showed that the reception performance would be sufficient even with a slight improvement. In addition, newer solar cells with improved light sensitivity and translucent coating could power watches that would be very easy to read with light-coloured dials.

I left the company at the beginning of 1997, and in the following years these development goals were realised in small steps until the radio-controlled solar movements with bright dials could be installed in metal wristwatches. In 2020, Junghans presented the max bill MEGA Solar wristwatch with a lightweight titanium case and bracelet and hard sapphire crystal at the INHORGENTA trade fair. The watch was immediately voted "Retailers Choice Best Watch" by specialist dealers and again the following year.

Shortly afterwards, the jury of the Red Dot Award presented its highest honour, the "Red Dot Award Best of the Best 2021", to the max bill MEGA Solar for its special aesthetics. The Design Center Baden Württemberg also honoured the particularly sustainable, successful design concept in combination with special comfort and state-of-the-art technology with the "Focus Gold 2021".

What should state-of-the-art watch technology look like today? There are very few good examples besides of this outstanding max bill MEGA Solar wristwatch.



reddot award 2018
winner



reddot winner 2021
best of the best



Focus Open 2021
Gold

PROJECT EXPOSÉ

The JUNGHANS DESIGN
max bill MEGA Solar Titanium
 featuring a radio-controlled
 movement with translucent
 light-coloured dial in a titanium
 case covered by sapphire crystal
 combined with a titanium
 Milanese bracelet



Shortly after the launch of
 the max bill watches, the
 Süddeutsche Zeitung was
 delighted about the revival
 of this classic timepiece



CONTACT / ADDRESS

SYNTHESIS DESIGNPARTNER **Pieter Kuschel e.K.**

Pieter Kuschel
Dipl.-Designer (FH)

Marientalstraße 62
48149 Münster
Germany

Tel.: +49 (0) 251 37980837
Fax: +49 (0) 251 37980722
Mobil: +49 (0) 176 56281594
e-mail: info@synthesis-design.com

VATIdNo.: DE 193386913
TaxNo.: 33751553197
TaxIdNo.: 45286307515