

“WATCHES CAN BE ART BUT NOT WHEN YOU MAKE THEM IN THE HUNDREDS OR THOUSANDS – THEN THEY ARE JUST PRODUCTS.”

– KARI VUOTILAINEN STICKS HIS CHIN OUT IN THE DEBATE ABOUT WHETHER WATCHMAKING IS AN ART FORM.

“I WANT TO GET OUT OF THE BASEL CYCLE PRESENTING NEWS ONCE EVERY YEAR – IF WE CAN DO SOMETHING GREAT EVERY QUARTER IT WOULD BE GREAT. AND I WILL ONLY SPEAK ABOUT A NEW PRODUCT WHEN I HAVE IT.”

JEAN-JACQUES AURIOL, TECHNOMARINE CEO, WANTS NEW DISTRIBUTION PATTERNS.

“SHARING! IT IS IMPORTANT FOR THE CREATION. WHEN I WAS A CHILD, BEFORE THE ARRIVAL OF BIG GROUPS, EVERYTHING WAS MUCH MORE OPEN.”

– RODOLPHE CATTIN ON HOW THE WATCH INDUSTRY CAN BECOME MORE CREATIVE.

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“2010 WAS OUR BEST YEAR EVER. AND 2011 IS EN ROUTE ON BECOMING EVEN BETTER.”

JEAN-CLAUDE BIVER, CEO OF HUBLOT.

“HOWEVER INTERESTING THE PRODUCT YOU SHOULDN'T PAY FOR QUARTZ - THIS IS THE PERCEPTION OF THE SWISS WATCH INDUSTRY.”

CARLOS ROSILLO, BELL & ROSS CEO, ON WHY THE B&R HYDROMAX DID NOT BECOME A SMASH HIT EVEN THOUGH IT IS SUPPOSED TO BE THE ONLY WATCH ABLE TO WITHSTAND THE PRESSURE IN THE MARIANA TRENCH.



WHETHER YOU DESIGN A MALE OR A FEMALE WATCH YOU MUST STICK TO THE SAME RULES AS IN ARCHITECTURE: PAY ATTENTION TO STRUCTURE, LIGHT AND TRANSPARENCY; FIND A BALANCE BETWEEN SHAPE, SIZE AND COMFORT. ONCE YOU KNOW THE RULES, YOU CAN, OF COURSE, PLAY WITH THEM.”

ERIC GIROUD, INDEPENDENT WATCH DESIGNER, IN INSPIRE MAGAZINE

“OF COURSE WE WANT TO MAKE THE BEST WATCHES IN THE WORLD, EVERYBODY WANTS TO DO THAT.”

-DENIS FLAGEOLLET, CO-FOUNDER OF DE BETHUNE.