

PRESS INFORMATION



VIENNESE ELEGANCE SINCE 1822

2017 the Viennese legacy watch brand returned with the „Waltz N°1“

IMPERIAL

Founded in 1822 by Austrian watchmaker Carl Suchy, the renowned watch brand counted the likes of Emperor Franz Joseph, Empress Sisi and Sigmund Freud amongst his distinguished customers. After one century as the sole watchmaker for the Habsburg royalty, Carl Suchy & Söhne disappeared with the demise of the Austro-Hungarian Empire. In 2017, the brand has revived.

VIENNESE MINIMALISM AND SWISS MANUFACTURE

The Viennese legacy brand returned in 2017 with an iconic model: The Waltz N°1, a watch that is inspired by Viennese Modernism and the works of architect Adolf Loos, who marked the golden age of Austrian art. The automatic timepiece features a caliber by Vaucher Manufacture Fleurier, which is reworked by Swiss watchmaker Marc Jenni, a former member of the Académie Horlogère des Créateurs Indépendants (AHCI). In 2018, the watch brand presented a skeleton version of its best-seller.

VIENNESE ART OF LIVING

Renowned worldwide, the pompous Austrian capital's coffeehouse culture and the illustrious balls held at the imperial courts have been the basis of the Viennese art of living since the beginning of the 20th century. With its rotating "Waltzing Disk" in place of the second hand at 6 o'clock, the Waltz N°1 and its declinations honor an époque of artistic and intellectual effervescence, in which time counted little: once a minute, its guilloché-pattern on the disc aligns with that of the dial.



CARL SUCHY & SÖHNE – THE LEGACY

1796 Carl Suchy was born in Prague, the «royal metropolis» and second capital of the Austro-Hungarian Empire.

1812-1819 Apprentice years with famous German watchmaker Franz Lehner. Wandering years in German and Switzerland, the cradles of European watchmaking.

1822 26-year old Suchy opens his shop in Prague. His technically advanced pendulum and wall clocks match the market-leading English and Swiss models and win countless prizes. Official supplier to the Imperial Court since 1835, Suchy has 35 employ-

ees and gains a good reputation well beyond the Empire.

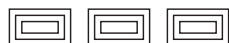
1844 Thanks to his watches, which „exceed the highest expectations in regard to elegance and technical perfection“, Carl Suchy is appointed the first and for many years only “Watch Purveyor to the Royal and Imperial Court”.

1849 As Suchy's sons join the parental business, „Carl Suchy & Söhne“ is founded. The watches are produced in the Austrian manufactory as well as in the Swiss branch and are regularly displayed at world fairs in Paris, London, and Vienna.

1863 Carl Suchy & Söhne opens a shop in the center of Vienna and holds the title of Purveyor to the Royal Courts for three generations – until the decay of the Habsburg Empire in 1918.

2017 Revived by Robert Punkenhofer, an internationally renowned art and design expert, the Viennese legacy watch brands returns in 2017 to Basel with the Waltz N°1, whose skeleton version is presented in Basel in 2018.





CARL SUCHY & SÖHNE – THE WALTZ N°1



INSPIRED BY VIENNESE MODERNISM

In the art nouveau-dominated Vienna of the early 20th century, Austrian architect Adolf Loos was amongst the first ones to reject ornamentation and give priority to proportions and volumes. He is considered one of the precursors of modern architecture and his writings were published in Le Corbusier's journal *L'Esprit Nouveau*, who appreciated his «clear and original» spirit. To draw the pure lines and classic dial of the Waltz N°1, as well as its subtle guilloché, CEO Robert Punkenhof and designer Miloš Ristin were inspired by the avant-garde and minimalist style of Adolf Loos.

AN EXTRA-FLAT MOVEMENT MANUFACTURED IN SWITZERLAND

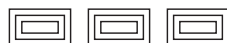
The Waltz N°1 is equipped with the ultra-thin automatic movement VMF 5401 (Swiss Made) designed and produced by Vaucher Manufacture Fleurier. It has been modified by Zurich-based watchmaker Marc Jenni – an advocate of sober aesthetics and former member of the Académie Horlogère des Créateurs Indépendants (AHCI) – to add a rotating second disc at 6 o'clock with a striped guilloché-pattern that aligns with that of the dial once a minute.

TECHNICAL SPECIFICATIONS

- Automatic mechanical movement VMF 5401 by Vaucher Manufacture Fleurier (hours, minutes, seconds), visible through transparent sapphire crystal case back.
- Gold-plated off-centered micro-rotor
- White, blue or black dial with vertically and horizontally striped guilloché-pattern
- 29 rubies
- 48-hour power reserve
- Waterproof up to 30 meters / 3 bar
- 41.5 mm polished steel case (black version: ADLC) with 9.3 mm height.
- Adjustable double-sided folding clasp with mechanical safety pressure lock and „Carl Suchy & Söhne“ logo.
- Black genuine leather bracelet

€ 7850,- / CHF 8500.-





ABOUT:

ROBERT PUNKENHOFER

Robert Punkenhofner, CEO and owner of Carl Suchy & Söhne since 2017, is an internationally renowned art and design expert. He is responsible for more than 100 exhibitions and special projects on three continents, amongst others the visionary Mur Island with artist Vito Acconci for Graz (in his home country Austria), the Vienna Art Week, and Austria's participation at the World Fairs in Aichi, Japan, Zaragossa, Spain, and Shanghai, China.

MILOŠ RISTIN

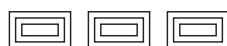
Serbian-born and Swiss-based Miloš Ristin studied at the renowned design school ECAL in Lausanne. His calm objects combine cutting-edge technology with an appreciation for traditional craftsmanship.

REINHARD STEGER

Rein Steger, Austrian designer and co-founder of the design studio Proxi, also worked for the Goethe Institut and the Spanish Pavillon of the Venice Biennale.

MARC JENNI

Marc Jenni, independent watchmaker and former member of the Académie Horlogère des Créateurs Indépendants (AHCI), was the apprentice of independent watchmaker Paul Gerber (Prix Gaïa in 2007) and worked for 10 years at Tiffany & Co. in New-York and Switzerland. In 2010 he co-founded the watchmaking consulting company Nobletime.



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