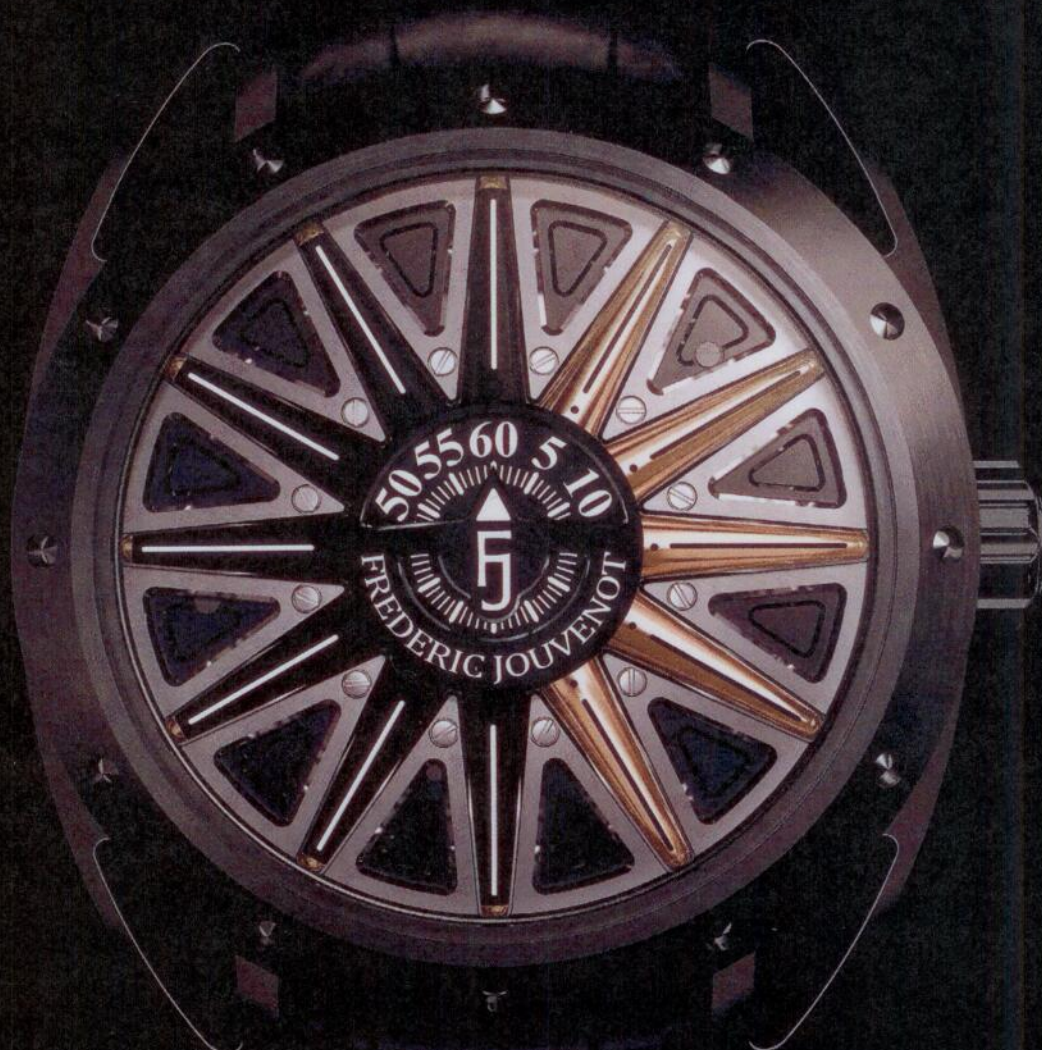


FREDERIC JOUVENOT HELIOS:
THE SUN CAPTURED IN A
42-MILLIMETRE DLC-COATED
TITANIUM CASE.



and the
WINNER IS...

*The GTE Superwatch Award was a highlight of Geneva's Watch Week, as the city's hectic days of watch-related events in January has been dubbed. **The winner of this new competition was Frederic Jouvenot**, with a fantastic reinterpretation of the jumping hour combined with the principle of a sundial.*

WORDS ANDERS MODIG



"SINCE WE WON the Superwatch Award we have already received more than 30 orders for our watch," says Frederic Jouvenot.

After four years at Concepto (which he co-founded), he has gone all in for the brand bearing his name. And he is off to a flying start. Not that it really makes any difference to Frederic himself. He's described as a bit of a recluse and says he is happy as long as he can "make watches that will make other people happy".

The young brand's next chapter is already in the pipeline: "We are presenting two new references in the solar deity collection at Baselworld 2011. The Indian Surya for women and the Inti, which connects with the Mayan tradition."

Close call

The Superwatch award jury judges three criteria: technique, avant-garde creativity and design, arguably the three criteria that drive the watch industry forward. When the jury had finished the voting process, Frederic Jouvenot and Ressence had exactly the same points. This sparked a constructive debate among the jury members and, in the end, Frederic Jouvenot was singled out thanks to the watchmaking skills involved in conjuring up a brand new complication.

Jouvenot also walked away with a prize valued at 50 000 euros. The main sponsor of this was Geneva Time Exhibition and Plaza Watch, and it consists of a free table at next year's show, a conceptual photo shoot and four free advertising pages in Plaza Watch, a music box from Reuge and Champagne from Laurent Perrier.

Do you want to participate in the Superwatch Award 2012? The competition is open to all exhibitors at the GTE.

THE JURY

Jean-Marc Wiederrecht, independent watchmaker, creator of Harry Winston Opus 9 and Van Cleef & Arpels poetic movements.

Geoffroy Ader, responsible of Sotheby's watches Europe.

Mohammed Abdulmagied Seddiqi of Seddiqi and Sons, the most important agent and retailer in the Middle East.

Axel Kufus, professor of design at the Art University in Berlin.

Elizabeth Doerr, the world's most prominent watch journalist, author and member of Fondation de la Haute Horlogerie Cultural Steering Committee.

Anders Modig, editor-in-chief, Plaza Watch. Also freelance journalist in design and architecture.

