



# KINETIC THEORY

Fancy a timepiece that is inspired by a spacecraft? Then **Maximilian Büsser** is a name you have to know

WORDS **JEREMY GOPALAN**

The founder of MB&F (Maximilian Büsser and Friends) is thrilled that people today don't feel governed by convention. "There no longer is one dictate on what you must wear, unlike 20 years ago when a Patek [Philippe] was the watch for work," says Maximilian Büsser.

While sporting diamond studded sports watches *a la* wealthy rappers may not be everyone's idea of style, Büsser is glad for the trend because it means people finally dare to be themselves and choose what they want to put on their wrists. The veteran luxury watch marketer of German-Swiss and Indian descent concedes that people today don't technically need watches to tell the time, but he reasons that one should own a watch because "it is a piece of machinery that reminds you of the human genius."

Büsser's creative genius is the watch brand's strongest selling point. It's based upon the idea that assembling a team of talented watch artisans and artists to design and craft a radical and original masterpiece each year, is the way to create one-of-a-kind timepieces that astound in their innovation. MB&F's latest creation is the Horological Machine N° 3, which has evoked both praise and disgust for its avant-garde design. The highly complex machine is made up of over 300 high-precision components and comes in two versions: Starcruiser and Sidewinder.

"It's interesting because 15 years ago you would never think of combining a tourbillon and a sports watch. But these days, anything is possible."

PHOTO: THERRY PAHEL

## BÜSSER'S RESOURCES

**INSPIRATION** I've noticed that it is when I am disconnected from work that ideas come to me. In fact, Horological Machine N° 1 was created on the plane from Singapore.

**DESIGN PHILOSOPHY** Two words: kinetic sculpture, where sculpture is a work of art in three dimensions, and kinetic is the movement of the mechanism.

**NEW WATCH MATERIALS** The industry will use anything novel as long as they can market it. Because everyone is trying to outsmart the other, they will do anything to have a material that others don't. Still, I can never understand the wooden watches of the '70s.

**DESIGNERS AND FASHION LABELS** I like a touch of eccentricity in something formal, therefore I like Etro. I also like Brunello Cuccinelli because the materials are incredible. I also like Marcel Wanders. He exemplifies the concept of classiness with a touch of eccentricity. He never fails to amaze me.

**CAREER SWITCH?** Go back 20 years and I would've said car designer, perhaps because I studied engineering. But I am living another dream today and can't imagine myself not doing what I'm doing.

**THE MOST BEAUTIFUL CREATION** The Taj Mahal. I have seen hundreds of photos of it, but when I walk up the gateway and see it with my own eyes, I still gasp.



The Horological Machine N° 3 Sidewinder