

WHERE CREATIVITY MEETS FRIENDSHIP

IN THE FAST-PACED TIMES WE LIVE IN, SOME REFUSE TO FOLLOW THE MAJORITY. RATHER THAN LOOKING BACKWARDS AND SLOWING UP, HOWEVER, THEY CHOOSE HYPERCREATIVITY AND TECHNICAL INNOVATION, USING THEIR PASSION FOR WATCHMAKING ABOVE EVERYTHING ELSE TO REACH ONE GOAL: THE MAKING OF THE MOST EXTRAORDINARY HOROLOGICAL MACHINES. WELCOME TO THE WORLD OF MAXIMILIAN BÜSSER & FRIENDS (MB&F).

HOW IT STARTED

For those who don't know MB&F, here is a brief recapitulation of how it all started. The company was founded in 2005 by Maximilian Büsser, who had previously worked for Jaeger-leCoultre and Harry Winston Rare Timepieces. With this creative label, Büsser embarked on a dream to gather together each year a dedicated group of the best horological artisans and artists to design and craft collectively a radical and original horological masterpiece. A fundamental feature of his project is that in return for harnessing the passion and talents of his team, he credits each individual's key role in the making of these remarkable Horological Machines (HM).

THE HOROLOGICAL MACHINES

So far three machines have been launched on the market. Established names in haute-horology such as Peter Speake-Marin, Eric Giroud and Jean-Marc Wiederrecht have contributed their specific expertise and craftsmanship to help develop and realise the movements for these spectacular watches. The key figures

behind HM1 were designer Eric Giroud, who spent hundreds of hours turning Maximilian Büsser's sketches into the final 3D designs, and movement engineer Laurent Besse and independent watchmaker and AHCI member Peter Speake-Marin, who together turned the radical conceptual drawings into micro-mechanical reality. One of the reasons that this watch is so special is that the tourbillon in the centre of the watch was developed further to generate more energy. This ingenious complication guarantees a seven-day power reserve, which is important to watches. The more energy available, the better the movement can be regulated and the less friction occurs. Energy in this case is like water in the desert, you need it simply to survive.

HM2 CERAMIC

One of my favourites is the HM2 in both ceramic versions. These versions are limited editions in both Ceramic and Rose Gold (HM2-CR) and Ceramic and Titanium (HM2-CT) and both feature fully machined ceramic top plates. Why are they so special? Unlike most watches



HM 2

MOVEMENT IN ACTION

And last but certainly not the least is the HM3. It was developed to display the machine's beautifully finished movement in operation. So instead of seeing the movement in the back, you can enjoy it every time you take a peek at the watch. What you can expect are harmoniously crafted bridges, a rapidly oscillating balance wheel, gearing and distinctive battle-axe shaped automatic winding rotor, all open to view.

Jean-Marc Wiederrecht, winner of the inaugural award for Best Watchmaker at the 2007 Grand Prix d'Horlogerie de Genève, was entrusted with turning the drawings and designs of Max Büsser and designer Eric Giroud into horological reality and, with his team at Agenhor, he not only met but surpassed the challenge.

At this time Max Büsser has already developed the designs for HM4 to HM6, with the fourth machine scheduled to come out in the summer of 2010. With this in mind I am looking forward to another radical and mindblowing three-dimensional machine that maybe will captivate and surprise you, once you have seen it, as much as its predecessors have captivated me!

AN ASTONISHING CATALOGUE OF CREATIVITY



HM 1

that use molded ceramic pieces, these pieces are cut and drilled with diamond tipped tools and then brush finished with diamond wheels. Also extraordinary is the fact that this watch features the world's first mechanical movement that offers: Instantaneous Jump Hour, Concentric Retrograde Minutes, Retrograde Date, Bi-Hemisphere Moon Phase and Automatic Winding. One highlight of the HM2 complication is the highly energy efficient Jump Hour/Retrograde mechanism developed by Jean-Marc Wiederrecht. Wiederrecht's exclusive (and patented) asymmetrical-tooth gear wheels ensure high precision and play-free functionality.

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HM 3