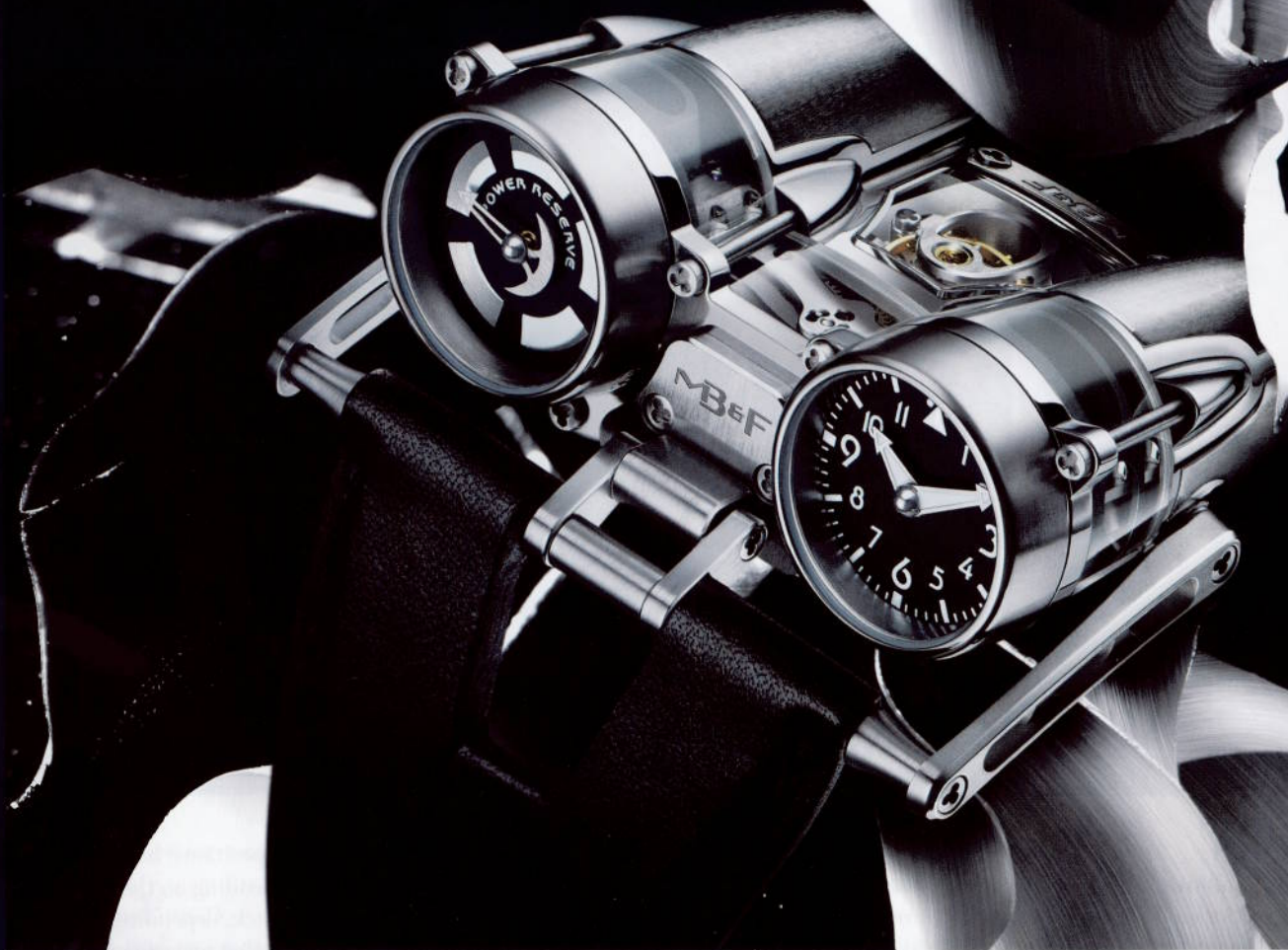


Each year, we take a long, hard look at the horological industry and find the timepieces and individuals we feel especially deserve to be recognized for their excellence in design, form and function. The pieces we've singled out for special mention are ones whose technical innovativeness and sophisticated design entitle them to an enduring place in watchmaking history and evolution. It's with great pleasure, then, that we share with you the very special timepieces of the 2010 REV★LUTION Awards.

REVOLUTION
2010
Awards



"Avant-garde" is a word that's often casually tossed around in luxury circles without a second thought, but MB&F founder Max Büsser has thoroughly grasped the full meaning of the term and brought it to fruition in his latest creation, the Horological Machine No. 4. MB&F's previous "horological machines" had already demonstrated unmatched skill in marrying high art and horology, and HM4 is an engineering and artistic marvel within and without, combining the use of modern technology with classic materials in watchmaking to create a visionary three-dimensional experience of time.

The expression of time has evolved from the timeless arts of enameling and dialwork to manifest today as installations on the wrist, following cues from avant-garde art. Where once the uncluttered display of time was the primary function of the watch, today, it is the emotional aspect of the timepiece that's taken center stage, and modern designers such as Felix Baumgartner and Max Büsser have taken this a step further. For Büsser, whose muses range from Japanese manga to "Star Wars", the Horological Machine No. 4 Thunderbolt, which is itself inspired by the A-10 Thunderbolt II fighter jet for which it is named, represents another triumph in taking timekeeping into the third dimension.

Revolutionary Watch Award

MB&F
Horological
Machine
No.4