



Reference 1741 Platinum

CASE: platinum, 3-piece case, convex bezel, domed sapphire crystal, individually soldered teardrop lugs, open back with flat sapphire crystal, water resistant to 30m
DIAMETER: 41mm **MOVEMENT:** hand-wound mechanical movement (Urban Jürgensen P4 base Caliber, 60h power reserve), Swiss lever escapement, adjusted to temperature, isochronism in five (5) positions **FUNCTIONS:** hours, minutes, central seconds, perpetual calendar, day, date, month, moon phase, leap year **DIAL:** solid one-piece silver dial, hand finished Grenage dial, Urban Jürgensen white gold applied Arabic numerals, hands made in thermally blued steel and yellow gold **STRAP:** alligator, semi-matt black, brown or blue (other colours available on request), classic C-buckle in platinum, signed Urban Jürgensen (optional folding buckle)

FAR MORE THAN JUST NEW WORKSHOPS

Acquired in the spring of 2016 to accommodate the Urban Jürgensen headquarters and workshops, the mansion-style villa in the center of Biel/Bienne perfectly reflects the soul of the Danish-born brand. Neither too large nor too small, extremely elegant with its magical harmony between respect for ancestral traditions and contemporary comfort, this magnificent listed building embedded in the town's historical heritage has been given a thorough facelift by an architect specializing in the renovation of listed monuments. Built in the 1920s and thus before the great depression of 1929, it radiates a sense of grandeur devoid of any excess. It stands on a plot of land dotted with trees and just large enough to plan an ornamental garden and parking spaces, set back from the road that crosses through Biel/Bienne. Its stone staircase leading to the stylish porch and reception area symbolizes the entry into a new dimension – that of Fine Watchmaking that has remained faithful to its best talent artisan-type status. Inside this villa with its perfectly renovated woodwork giving it the delightful air of a five-star Swiss chalet, 600 square meters are spread across four levels. The finely sculpted inside glazed doors are matched with oak-inlaid floors, stucco ceilings and panelling craft work. The woodwork has been given renewed clarity and elegant texture by sanding it with baking soda, doubtless a nod to the famous *grenage* work on the dials. The various skillsets and departments have been logically spread out between the various floors, for example by locating the machinery generating the most noise and dirt on the basement level, with its excellent, dry conditions that are also suited to goods storage. Dial and hand production areas enjoy the natural light of the first two floors, along with watchmakers, assembly, logistics, component stocks, quality control and

Reference 2340 White Gold

CASE: white gold, three-part case, convex bezel, domed sapphire crystal, contemporary tapered lugs, open back with flat sapphire crystal, water resistant to 30m
DIAMETER: 40mm **MOVEMENT:** hand-wound mechanical movement (Urban Jürgensen P4 based Caliber, 60h power reserve), Swiss lever escapement, adjusted to temperature, isochronism in five (5) positions **FUNCTIONS:** date, moon phase, power reserve, small seconds **DIAL:** solid one-piece silver dial, hand-finished Grenage dial, Urban Jürgensen black engraved Arabic numerals, hands made in thermally blued steel and yellow gold **STRAP:** alligator, semi-matt black, brown or blue (other colors available on request), classic C-buckle in white gold, signed Urban Jürgensen (optional folding buckle)



administration. The history of horology with a capital H and the Swiss-Danish signature touch are graphically illustrated in the ground floor museum room. Søren Petersen not only has various instruments and awards testifying to centuries of horological creations, but also an astonishing vintage iconography testifying to various working methods. A dozen or so staff members are currently at work on the premises, which can accommodate up to twice that many when production capacity so requires. The top floor is for example currently occupied only by the photo lab. Symbolically, a Danish-designed custom-made lamp hangs from top to bottom of the staircase connecting the three floors. This is a new address that matters in Biel/Bienne.