

BLACKSAND GENEVE

A WATCH BRAND IN TOUCH WITH ITS TIMES!

Founded by a demanding collector, the Blacksand Genève watch company presents models crafted in harmony with the finest Swiss watchmaking traditions, yet dedicated to serving the needs of refined contemporary urban living.

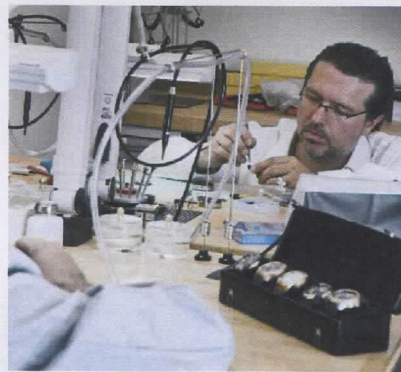


The creator of this simple and yet different approach to watchmaking has been actively involved in the watch industry for over a quarter of a century. At a very young age, Alain Mouawad developed a passionate interest in these objects that measure time and feature a blend of artistic and scientific techniques. He became acquainted with all manner of shapes and materials, and enriched his knowledge through the family business, which represents in the Middle East some of the biggest names on the Swiss watchmaking scene. He dreamed of a contemporary watch made in accordance with his own demands: on the one hand strict loyalty to Swiss watchmaking know-how and its exceptional manufacturers; and on the other, the production of a simple yet distinctive object. Within a Blacksand Genève chronometer, every last detail is meticulously conceived, thought over, considered and then crafted. The case is made of nine parts that may be independently replaced. The multi-level dial enables "polite" reading, meaning it provides immediate access to the time and date indications. A world apart from pseudo complicated models in which the only genuinely complex aspect is the difficulty in reading off the time, Blacksand Genève watches symbolise contemporary watchmaking devoid of any outward extravagance. Only the sophisticated details of its concept confirm the truly exceptional standards it epitomises.



BLACKSAND
GENÈVE

A Blacksand Genève watch asserts itself simply, but in a different kind of way. It pays tribute to over five centuries of research in time measurement, while referring only to the moment in hand, its own age! After the launch of the Uniformity model, the brand opted to focus on the development of an in-house calibre, to be revealed at Baselworld 2012. This complex approach will be backed by a deliberately long-term positioning strategy. The opening of 200m2 workshops at the heart of the Carouge district of Geneva, confirms this determination. These premises house the assembly and finishing operations, while also maintaining external cooperation with the finest artisans of the Jura and Geneva watch industry.



G. Maillet

Blacksand wishes to celebrate its era and the outstanding research it is privileged to witness. At Baselworld 2012, the brand will unveil a major partnership evoking the original measurement of time, while paying tribute to the present and to human ingenuity.

Immediately identifiable thanks to its urban aesthetic and its horological characteristics, the Uniformity chronometer asserts itself through the architecture of a case featuring pronounced curves and structured around two matt shotpeened ceramic shafts accentuating the combination of materials. The strongly characteristic proportions of the Blacksand brand house a Manufacture-made movement certified by the Swiss Official Chronometer Testing Institute (COSC) and also by Chronofiable. The exhibition caseback protected by a sapphire crystal offers a chance to discover the self-winding twin-barrel calibre beating at 28,800 vibrations per hour and endowed with a 120-hour power reserve. The hour, minute, seconds and date functions enliven the dial, which provides simple and elegant dial readability.

N.S.



Mouvement Blacksand Genève Cal. 1970
movement. Self-winding twin-barrel calibre, 13'''1/4, certified by the COSC (Swiss Official Chronometer Testing Institute) and by Chronofiable, on a Technotime base. Characteristics: instant date display, stop seconds, one-way automatic winding, 120 hours, 5 days of power reserve, 35 jewels, 28,800 vibrations per hour (4 Hertz). Tungsten carbide oscillating weight, exclusive ruthenium motif with openworked logo.

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