



BLACKSAND
GENÈVE

The unique CONTINUITY DRAGON sold for the benefit of Swiss Red Cross Ball

The 11th Swiss Red Cross Ball was held on Saturday, 9th June 2012, at the Arena of Geneva. The event raised 500,000 Swiss francs, which will go to help those in Cambodia, Bolivia, Ecuador, Paraguay, Sudan and Ghana.

BlackSand Geneva, a key partner of the event, also contributed to the Ball's cause in another capacity: it auctioned off the one-of-a-kind piece that it had created to commemorate the occasion.

Supporting the Swiss Red Cross Ball by serving as a principal sponsor and a participant showcases BlackSand Geneva's commitment to helping humanity—a value which is at the heart of the company's ethos. Especially in today's material world fraught with economic strife and political malcontent, we must not forget that we are all connected; it is therefore our moral obligation to help those in need.

The purpose of this Ball is to raise money to help bolster such a platform. With that in mind, BlackSand has created a piece to honour those in Asia. In many cultures in that part of the world, people are eager to listen to the wisdom of the Dragon. When the mythical beast arrives to offer words of wisdom, it always attracts an attentive audience. Considering the symbolic power of dragons, BlackSand has called upon Kees Engelbarts, a Geneva-based artist and engraver, to design a watch that is as functional as it is meaningful.

The piece's attractive aura has inspired those attending the Ball to reflect upon the many victims of forgotten disasters.



Kees Engelbarts has entirely made by hand and engraved a dragon which is delicately housed on the refined dial of the watch Continuity. Within its satin pink gold case of 41 mm set with 80 diamonds beats the self-winding BlackSand Geneva caliber 1999. Reading time is facilitated by an indication of jumping hours at 12' and dragging-type minutes display at 6' without forgetting the period day / night shown in the window at 3 o'clock.

