

B.R.M.

EXTREME WATCHES



V12-44-BN



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Bernard Richards Manufacture



Seemingly straight from the casting department at Cinecittà, Giuliano Mazzuoli is the very archetype of cool, black turtleneck wearing, Italian designer. Blessed with the unnerving ability to see through mundane everyday objects and realise the perfectly formed accessory hidden within. Added to that is a certain hesitancy with words that does nothing to conceal the genuine warmth and passion that he brings to his work, small wonder then that Mazzuoli has a legion of fans.

The attraction of his work is that the designs are drawn from unlikely routes, from real objects and life but re-imagined. Mazzuoli first came to prominence with the Moka pens, inspired by the classic 1930s coffee makers of Alfonso Bialetti – a flash that apparently came to him while he was doodling during a telephone call. Having seen a pen in a coffee pot, Mazzuoli then saw that the utilitarian simplicity of an air-gauge ('manometro' in Italian) could be the starting point for a watch.

And so the Contagiri, which finally arrives this year, grew out of his abiding love for the classic 1970s saloon racers of Alfa Romeo such as the Giulia – the name comes from the Italian for rev counter. Bored with the idea of simply borrowing the graphics from a car dashboard, Mazzuoli wanted to recreate the dynamics and movement of the Contagiri.

Simple to read and work as the Contagiri is – the flyback hands travel through 270 degrees and the crown is replaced by a combination of levers and turning bezel – the engineering required to make the idea work has been astounding. Anyone less passionate than Mazzuoli would have retired hurt years ago, but this autumn finally sees a fully production ready Contagiri on sale to the immense relief of not only Mazzuoli and his team, but to the amazing number of collectors who have kept faith with the idea and waited patiently!

GIULIANO MAZZUOLI
CONTAGIRI STEEL

■ GM-019 £8,950

GIULIANO MAZZUOLI
CONTAGIRI GOLD

■ GM-160 £15,950