

Michael Bittel
de GENEVE

Dossier de Presse

Press Kit



***New products for 2010.
The Eclipse, a world first***

A double-diaphragm timekeeper –one watch, three dials.

Inspired by a genuine antique camera, the Eclipse boasts two or three dials, each of which may be detached and customised, thanks to a single or double diaphragm. It took all the powers of persuasion that Michael Bittel possessed to get a printer friend and collector of old photographic apparatuses to agree to sacrifice one of his precious pieces for the purposes of study. Taken apart limb by limb, dismantled time and again, stripped bare, the mechanism gradually unveiled its secrets. In June 2008, Michael Bittel had his invention protected by WIPO. Once again, the scope for customisation is endless, the mystery of the hidden surface becomes a challenge...

***«A bezel that
can be rotated,
a dial that can be
changed at whim.
A magical,
tongue-in-cheek
ritual, a desire
to not reveal all
in one go...»***



Technical characteristics

The Eclipse

An Enchanting Micro-Mechanism.

With double diaphragm and double shutter

A double diaphragm comprising around 140 pieces entirely assembled by hand. Each leaf of the diaphragm is composed of three parts and a single diaphragm contains 10 – 15 leaves depending on the model.

Bezel:

Rotating

Three dials:

The technique required to customise the diaphragm decor remains a jealously guarded secret.

Case:

Steel or Titanium, signature engraved on bezel, crown protector.

Diameter gentleman's model: 48.5 mm

Diameter lady's model: 39 mm

Optional: yellow gold or white gold

Straps:

Hand-stitched leather, deployant buckle, customised.

Movement:

Calibre ETA 2892, circular-grained and blackened PVD

Oscillating weight crossed out and customised by

Michael Bittel with polished and nickel-plated screws

Special features:

Stone settings and customised decoration available as optional extras.

Contact details & High-resolution photos:

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Study of watch project with new case design





***Michael Bittel,
the atypical genius***

*DNA -the magic behind mechanisms
of enchanting beauty
Grands Carrousel.*



Michael Bittel, the mere sound of his name has the ring of a craftsman, is undeniably the most atypical of newcomers to the Swiss Fine Watchmaking market. In 2009, his patented invention, dubbed "The thousand and one faces of time" and "The chameleon watch" by the press, instantly guaranteed him at least ten years in the spotlight on the international watchmaking scene, Not only does it invite a plethora of possibilities, but it also offers a captivating, artistic and timelessly elegant response to the customisation needs of consumers on the "qu-vive" for individually numbered rarities and exceptional pieces.

*The unstoppable course of time.
On the road all God's given hours*

Belonging to a race of travelling folk, Swiss-born Michael Bittel is a genius craftsman blessed with a good business sense, one born of the need to survive and a keen desire to share his talent with the world. Moving seamlessly with effortless ease from the narrow confines of the popular marketplaces to the highest circles of intelligentsia and the artistic community, he inspires affection and fascination wherever he goes. His many travels through every square inch of Switzerland and its border regions have taken him to the innermost sanctums of the finest experts and technicians, such as Jean-Jacques Saunier, in the Jura. Underlying their personal contributions of sincerity and enthusiasm is an authenticity of approach that is reflected in his own work.



Inherited values.

His passion for watchmaking was fired by this subtle transfer of technical know-how and the powerful initiatory value that such gifts hold. His grandfather was forever repairing antiques, watches and micro-mechanical marvels, wall clocks and mantel-clocks, instruments of time measurement and other time-keepers, wherever the family caravan came to rest. From his father, he inherited the ethical and spiritual values that would prompt him to study theology. His Minister father staunchly fought for the rights of their minority group to the point of becoming its spokesman, even at European level, using the media as a tool to manifest their hopes and desires. As a child, Michael Bittel was already rubbing shoulders with the rich and powerful.

A rosy future.

A husband and father of two, this self-taught micro-mechanic turned watchmaker and inventor, was therefore supremely equipped for bringing his rare collections to an ever widening audience throughout the peregrinations of his nomadic lifestyle. Already, by late 2008, "Michael Bittel Geneva" had become a fine watchmaking brand to be reckoned with.



Inventions, world firsts



Reinventing the wheel.

The eternal wheel. The mind's wheel that spins and dreams up all kinds of crazy ideas of wild merry-go-round rides and fairground magic. One day, the Bittel family would receive this symbolic emblem as a gift in the form of a jewel from the Geneva-born artist and jewellery designer, Gilbert Albert. Not content with embodying the sincere friendship and deep-seated emotions between them, the wheel took on a life of its own and haunted the imagination of Michael Bittel. It sparked a new idea... a thirst for metamorphosis.

Patented leaf system.

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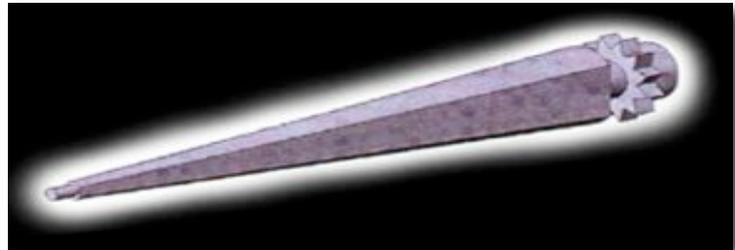
2010, the Eclipse (see New products)

2009, a world first.

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***Technique:
under the loupe.***



A patented system of detachable leaves

*36 nickel silver leaves, optimised surface decoration. In total, 127 parts are painstakingly adjusted by hand (3 per leaf, 5 modular parts - bottom, top and middle – as well as 14 screws and mini-tubes)
Two-or three-sided leaves (Duo or Trio model)*

Past history

Before any patent can be filed, an in-depth search has to be made into the past. Since the mists of time, watchmakers have worked on these self-same solutions, sometimes adding their own ingenious discoveries. Here are a few illustrations of the unveiled riches of the past. Some systems display certain similarities to those patented by Michael Bittel. However, his invention truly warrants the moniker of "World First", because, for the first time, the technique of the multi-faced dial has been made possible on a round watch.

Michaël Bittel
de GENEVE

"LES GRANDS CARROUSELS"
CREATIONS

Michaël Bittel
de GENEVE



PREMIERE MONDIALE
EXPOSITION

Dès le 19 Janvier 2009

24, RUE DE LA CORRATERIE
GALERIE

Gilbert Albart