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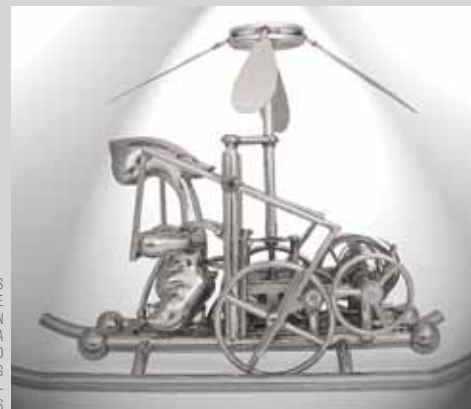
M.A.D. MAX'S OTHER MACHINES

Mr. Büsser opens a Gallery in Geneva

BY Y-JEAN MUN-DELSALLE



THE GALLERY IS IN GENEVA AROUND THE CORNER FROM THE MB&F OFFICE AND WORKSHOP AT 11 RUE VERDAINE



XIA HANG'S STAINLESS STEEL SCULPTURE DEPICTING AN ALIEN TAKING OFF ON A LOCOMOTIVE-INSPIRED PISTON-DRIVEN FLYING MACHINE WITH HELICOPTER PROPELLERS



On the very same day that MB&F launched its Legacy Machine No. 1, the doors of its first-ever concept store in Geneva flew open. Better known as the M.A.D. Gallery, this is no simple boutique, but a thoughtfully curated exhibition space housing the complete range of Horological Machines, which rub shoulders with a variety of "art" machines created by designers from across the globe.



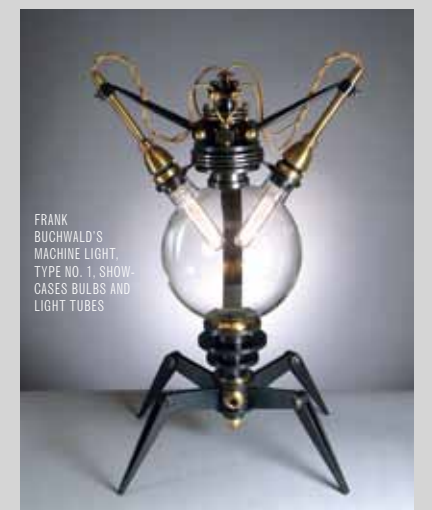
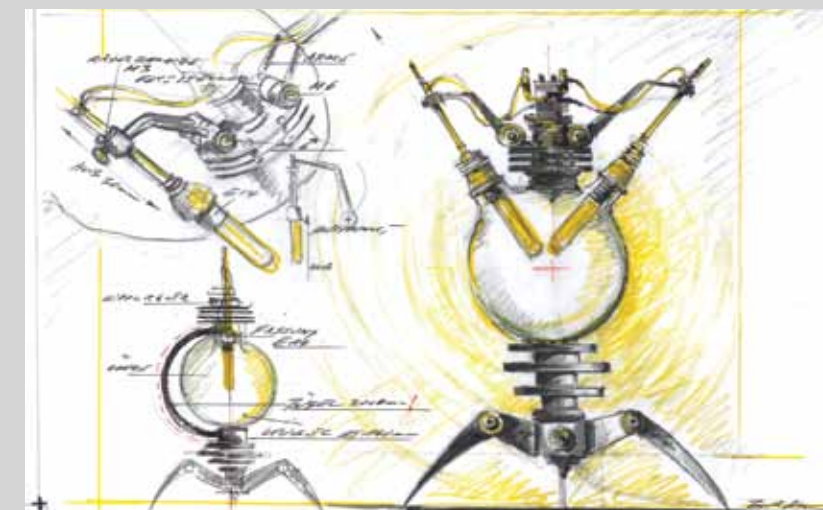
APPLAUSE MACHINE DESIGNED BY MARTIN SMITH OF LAIKINGLAND, A CREATIVE COLLABORATION BASED IN THE UK AND THE NETHERLANDS



FINGERS, A KINETIC OBJECT BY LAIKINGLAND



IKEPOD'S HOURGLASS BY SYDNEY BORN DESIGNER MARC NEWSON



FRANK BUCHWALD'S MACHINE LIGHT, TYPE NO. 1, SHOWS CASES, BULBS AND LIGHT TUBES

INCIDENTALLY, M.A.D. IS NOT crazy, but is an acronym for Mechanical Art Devices.

Inside the boutique a visitor is confronted with handmade industrial-age robotic Machine Lights by Berlin-based science-fiction artist Frank Buchwald, whimsical extra-terrestrial sculptures Coming Soon and Flying Off by Beijing artist Xia Hang, witty kinetic art Applause Machine and Fingers by British-Dutch art collective Laikingland, Ikepod's hand-blown borosilicate glass Hourglass by award-winning Australian design icon Marc Newson, the sleek Konstantin B vehicle by famed Slovenian designer Nika Zupanc and Döttling's Colosimo, the world's smallest high-security safe.

The Gallery is located around the corner

from the MB&F office and workshop, at 11 rue Verdaine, one of Geneva's most beautiful and picturesque streets separating the "luxury" district from the old town. There are no chain stores on the street, only independent high-end and creative retailers.

"The street boasts 18th-century buildings which have incredible cachet," explains Maximilian Büsser, owner and chief creative officer of MB&F. "The atmosphere is exactly MB&F: a cross between beautifully traditional handcrafting and very forward-thinking, innovative art."

The Gallery is a way to showcase the artists and objects the MB&F team has fallen in love with. Think of it as a three-dimensional blog of

Büsser's favorite things.

"I have always thought our Machines should be featured in art galleries because not only are they real kinetic sculptures, but they also stem, as for artists, from a very personal need to express something—very far from any considerations about what potential clients could like or not," he adds.

For the opening, the Gallery presented creations by five artists/designers, and though others will subsequently be added, the total number of artists and pieces will remain about the same. However, in the future, expect to see solo shows and limited-edition or one-off pieces made by these creators exclusively for the Gallery. ☺