



Horological Machine No3

Special report on one of the biggest names in time and space

Respecting tradition without being shackled by it enables MB&F to act as a catalyst in fusing traditional high-quality watchmaking with cutting-edge technology and avant-garde three-dimensional sculpture. Maximilian Büsser was born in Milan, Italy, before moving at an early age to Lausanne, Switzerland where he spent his youth. Growing up in a multi-cultural environment and family - his father was a Swiss diplomat who met his mother, an Indian national, in Bombay - led Büsser to develop a cross-cultural broad-based approach to his life and to business. In July 2005, at the age of 38, Maximilian created the world's first horological Concept Brand: MB&F (Maximilian Büsser & Friends) in which he is now partnered with Serge Krikhoff. Büsser's dream with MB&F is to have his own brand dedicated to developing radical horological concepts by working in small hyper-creative groups composed of people he enjoys working with. MB&F

presented its first timepiece, Horological Machine No. 1 (HM1), in 2006 and followed that up with HM2 in 2007 and HM3 in 2008, and Büsser has more radical machines in the development pipeline.

Entrepreneurship is Maximilian Büsser's forte. In 1998 and only 31 years old, he was appointed managing director of Harry Winston Rare Timepieces in Geneva. During his seven years there Büsser developed the company into a fully-fledged and well respected haute horlogerie brand by developing the strategy, products, marketing and worldwide distribution, whilst integrating design, R&D and manufacturing in house.

The results were a 900% increase in turnover and the positioning of Harry Winston as one of the leaders in this very competitive segment. After decades learning and conforming to the corporate rules of watchmaking, Maximilian Büsser

broke the chains and started a rebellion - a rebellion called MB&F. MB&F is an artistic and micro-engineering concept laboratory in which collectives of independent horological professionals are assembled each year to design and craft radical Horological Machines. The ramifications of these audacious projects are profound. Respecting tradition but not shackled by it, MB&F fuses traditional high-quality watchmaking with cutting-edge technology to create three-dimensional kinetic sculptures.

Horological Machine No3 is the third chapter in the story of MB&F's horological revolution. Horological Machine No3 (HM3) is so far outside existing timekeeping references. HM3 is available in two versions: 'Sidewinder', with cones lined perpendicular to the arm and 'Starcruiser', with cones in line with the arm. Each version has its own distinct visual characteristics and each offers its own angle on telling the time.

