



MAXIMILIAN BÜSSER

MB&F, SWITZERLAND

Graduating in Lausanne with a Masters degree in Micro-Technology Engineering, Büsser's love for high-end horology was strongly imprinted by his first employer, Jaeger-LeCoultre. He spent seven years in their senior management team.

In 1998, at the age of just 31 Büsser was appointed managing director of Harry Winston Rare Timepieces.

In 2005 he made a bold decision to resign from Harry Winston to form his creative ideal: Maximilian Büsser & Friends, which makes only unique timepieces since then.

This watch was created on the basis of Horological Machine № 2 in cooperation with the avant-garde Los Angeles artist Sage Vaugh aiming to be presented on the charity auction Only Watch 2009 in Monaco. Sold EUR 58,000



– *How did this innovative approach to such a seemingly common thing as watches emerge?*

– It is truly incredible that for over 100 years, wristwatches have barely evolved. Sure a few technical improvements have been done, more specifically thanks to improvement of manufacturing machines, but other than that a watch from 1909 and a mechanical watch from 2009 are more or less the same... Just think what happened with cars and planes during the same time! Now, I think this has happened because watch manufacturers have always wanted to please their clients, so never daring to shift their creations into different “galaxies” not wanting to take the risk of antagonizing clients.

At MB&F the only client is us. I create very selfishly my own ideas that I cannot find anywhere in what exists. It is a creative adventure unleashing what has been building up in me, and that I could not develop in any brand – as brands do not take commercial risks. We on the other hand have dedicated our Creative Lab to NOT think of any possible client. We are creating our horological art, and maybe there will be a few people out there around the world who will love what we do...

– *A Horological Machine is more than a watch. How would you define its essence?*

– It is very difficult to define your own child... For me it is a Kinetic sculpture, meaning a three dimensional work of art which is made up of moving mechanical parts. In fact a Horological Machine is mixing the highest level of traditional horology with 3 dimensional sculptures. As somebody jokingly put it, it is a UW0 (an Unidentified Wrist Object)!

– *How do you choose your friends, specialists in horology?*

– The most important for me is TRUST. Trust in their competence, craftsmanship and professionalism; trust in their human values (honesty, enthusiasm, respect) and trust that they share the same common pleasure to create what has never been done before – many watchmakers are very conservative for example, so even if they are hugely competent there is no way we can speak the same language...

– *Who is this person that Horological Machine is created for?*

– A person who doesn't need to show off, who is self-asserted and does not need a well-known product or brand to reassure him or her. Our MB&F clients are incredible people – at least all those I have met. They have usually fallen in love as much with the concept of our free thinking creative lab as with the Machines themselves. Many of them stay in touch with us, invite me when I travel in their country, post on our Facebook page, and have many different passions apart from horology.

– *Our last traditional question: your definition of luxury?*

– To find out who you really are, what you like and what you do not like in life – and carve yourself a life which caters specifically to who you are. Then every morning of your life you look forward to start that new day.

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