

TALKING GADGETS WITH DUBAI'S RICH 'N' FAMOUS GUESTS

# Maximilian Büsser, *MB&F*

*Talk about having utopian landscapes and Orwellian inclinations at hand. T3 Middle East winds down with Maximilian Büsser, Founder & CEO of MB&F, who took the indie route to create the first ever Horological Concept Brand.*

*Seriously, how could you move away from Harry Winston and start off MB&F by yourself?*

What I wanted to create could not happen in a corporation, it would be much too scared, plus I wanted not to be constrained by a brand DNA. What I wanted to do, if I could, was every year to create a completely different product which has no link to the previous one or the next one, so it becomes really a concept laboratory. Plus, big brands never talk about the people, because, the human being, let me put it this way, is the enemy of the corporation.

*Tell us something of the HM2.*

You take the strap off, and it just is not a watch. I believe we have the most complex case in watch-making, over 102 components just in the titanium and red gold case, and the three dimensional engine which is powering up the whole system doesn't look like typical movements. I was very inspired by the 70's and 80's sci-fi, and those dome-shelters on moon and mars.

*Are you the gadgety sort?*

I'm into anything which really simplifies my life, gadgets often make life more complicated, I don't know how I could live before I had a Blackberry, before my GPS. After that, pure technology doesn't have much appeal for me. I tend to mix it with soul, in the sense of craftsmanship, the human touch. I'm still crazy about the good old lamp amplifiers, which I don't use anymore, but they're so incredible, and the people who have put them together are so passionate. My only big investment in the last two years has been a pair of B&W

loudspeakers, the 803's, which are phenomenal. When I want to listen to music, I want it to be phenomenal, life is too short to drink cheap wine and listen to bad loudspeakers.

*Aha, I know an early adopter when I see one!* I'll be in the second wave, I'll let the first guys debug the whole system. I got the GPS first in 2000, when the GPS had been around for 2-3 years, I remember my first CD Player, the Philips CD 150R, cost me an absolute fortune, but it was two or three years after CD's came out. For example, with blu-ray, I want to first see who's the winner, because there's no point getting into a technology that's not going to catch.

*And your car...*

I drive a crazy car, it's a TVR Griffith, an English handmade convertible, probably the price of a

Porsche 911, but it has no electronics, when it rains the water goes into the car, when the road is wet it's a hell raiser, the near death experiences I've already had are pretty amazing, but the raw energy and the guts you get while driving it are incredible. I have a good old Audi for everyday use, but from time to time, I go a little crazy...

*We almost visualize you socializing with those celeb clients...*

Among the 25 people who brought the HM1, none were celebrities, because you have to know one thing, celebrities don't buy, they are given products, and I used to work 7 years for Harry Winston, so I know how it works!

*One last line of wisdom, if you please...*

This is not a way of becoming rich, but wow, do I get my kicks out of it!!!



The limited edition Horological Machine No.2, with 349 components including 44 jewels, is yours for \$59,000. Delivered expected: March 2008