



MB&F HOROLOGICAL MACHINE NO. 3

MAXIMILIAN BÜSSER, THE ULTRA-DYNAMIC former managing director of Harry Winston Rare Timepieces, is one of the most exciting players in the watch world. Indeed, he single-handedly ushered in a new era of horological machine art through the Opus project, where he united wildly imaginative independent watchmakers with Harry Winston's lush opulence to create some of the most seminal timekeeping kinetic sculptures of the new millennium. Büsser has since launched his own brand, Maximilian Büsser & Friends (MB&F), which continues the pattern of collaboration that he innovated. He explains, "From contemporary music to art, it is collaborations — the unique collision of two perceptions — that have generated some of the most groundbreaking works. It was my ambition to inject similar energy into the landscape of high watchmaking."

Büsser is also a man who appears to have a fondness for breasts, because all of his watches, from the HM1 to the HM2, and now, the HM3, tell time using massive globes symmetrically placed next to each other, bringing to mind a young Elle Macpherson as re-imagined by Jules Verne. For Büsser, the idea was to deconstruct and reinterpret time, and liberate it from its traditional iconography. That he has achieved this while meaningfully integrating the movement of the watch as part of its aesthetic vision distinguishes him from many others who have attempted to follow in his footsteps.

The HM3, which stands for Horological Machine No. 3, uses — forgive me — two concupiscent Madonna-wearing-Jean-Paul-Gaultier-like power cones to provide separate readings for the hours and minutes. And it is, in a word, breathtaking! The collaboration with horological innovator Jean-Marc Wiederrecht results in a totally reconstructed Girard-Perregaux movement with its gold rotor — shaped here like a Japanese manga battle axe — moved to the front of the watch and its high-speed whizzing adds exciting dial-side animation. Presiding over the rotor is an arching date indication.

The watch is offered in two versions: the Starcruiser version with the crown facing 12 o'clock, which is more organic and err... feminine in geometry, and the Sidewinder version — which resulted from a request by yours truly — where the watch's two time-telling orbs are stacked, resulting in a more aggressive and masculine watch. The Sidewinder has the added advantage of placing the two time-telling indications at the outer right side of the watch, allowing you to discreetly check the time without shooting your cuff, in case whoever you're talking to is boring you to distraction. WK