MB&F
HOROLOGICAL LAB

SPECIAL PROJECT ONE

After 20 years of wild creativity, what if MB&F created an elegant 38mm watch? First introduced in 2025, the SP One was the answer to that question. A year later, MB&F reveals a diamond-set version with the SP One Pavée.

The MB&F SP One, initially dubbed "Three Circles", showcases a trinity of floating elements – the barrel, balance wheel, and dial – defying gravity on your wrist. These components appear to hover mysteriously at the centre of an amphitheatre, all visible through invisible sapphire domes, with the balance wheel performing a mid-air dance and the tilted dial highlighting MB&F's clever conical gearing. The SP One is a mechanical marvel that turns your wrist into a stage for a captivating, gravity-defying performance.

Encased in a 38mm pebble-like shell, the SP One melds a smooth, tactile feel with a bezel-free design and delicately detached lugs. As MB&F's slimmest and smallest watch, it nonetheless remains true to the brand's signature three-dimensional architecture and boundary-pushing spirit. Somewhere between MB&F's radical Horological Machines and more classic Legacy Machines, the SP One inaugurates a new, undefinable "Special Projects" collection.

In 2026, the SP One Pavée explores another expression of this same philosophy, now crafted in 18K white gold. Rather than altering the watch's architecture, the delicate diamond setting follows the curves of the amphitheatre, case, crown and buckle, enhancing their smooth, sculptural presence with light, framing the floating movement. The tilted hour dial trades the black finish of the previous versions for dark blue. Far from overwhelming the design, the 255 diamonds simply reveal another facet of the SP One: one that is more precious, yet just as restrained, preserving the quiet elegance and sense of balance that define the collection.

To understand how such an unconventional project came to life, we need to go back to where it all began.

Plunging the hand in the basket

When COVID hit, like many others MB&F thought it was the end. In this tumultuous time, the team decided it was important to dive into a basket of fun, dormant projects that had been on the back burner for years. The M.A.D.1 was one example of these whimsical ventures: initially planned to be a playful experiment to thank friends and family, it turned out to be the runaway success we know today. The following years were tinged with more success, marked by new releases, a collection of prestigious GPHG awards… Times were great.

But as MB&F owner and creative director Maximilian Büsser says, success can be toxic – leading to complacency, treating clients poorly, and stifling innovation. Instead of succumbing to these pitfalls, the team ramped up their creativity and plunged their hands deeper in the basket of dormant projects.

This surprising turn of events underscored a timeless truth for the brand: the unexpected can indeed work wonders. It was a bold reminder that the best business plans are the ones you never planned at all. This embodies the spirit of MB&F, which according to any management book, epitomizes doing everything wrong. No business plan, just a will to create the unexpected, going against the grain and revelling in the unconventional.

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The basket brimming with special projects sketched over the years, seemingly senseless at the time, was full of wild ideas, flashes of intuition, and even sketches of skateboards and razors. It was a treasure trove of creativity. Max reached into the basket and picked out one project that best embodied the spirit of these special ventures.

This project, simply code-named Special Project One (SP One), was the chosen one.

Nothing classic about a classic

“We asked ourselves: what if we did what no one expected – an elegant, classical watch?” remembers Max. This was a risky move, much like the brand’s first Legacy Machine, or the M.A.D.1, or many other MB&F projects: zero market expectations, 100% risks.

“As creators, pride drives us. Pride doesn't come from the easy path but from risking it all and potentially facing a huge setback”. The first sketch of the SP One, dating back to 2018, proves this ethos. Like all MB&F projects, it started with a sketch – quickly or “badly” drawn, as Max likes to say – but the essence of the design and specificity of the project were already there. Three circles resembling a smiley face hinted at the playful yet intricate journey ahead. The concept stemmed from this idea of a trinity: the barrel, the balance wheel, and the dial suspended in the case itself levitating on the wrist.

Yet, these early sketches were all about crafting a watch that whispered sophistication instead of shouting for attention. It needed to be subtly elegant, with a classic flair that set it apart from the usual MB&F boldness while keeping the brand’s roots alive. In other words, a hard-to-reach equilibrium.

This initial sketch was then refined and reworked with the help of famous watch designer and longtime MB&F Friend Eric Giroud. After numerous iterations, the concept seemed just right: it was then time for the engineers to take over, sketching and mapping the entire project with precision, care and plenty of head-scratching.

Levitating in a circle

Initially code-named "Three Circles," the SP One movement is crafted around the three key elements of any mechanical watch: the barrel, the balance wheel, and the dial. Each component isn’t just there for show; they’re meant to feel like they’re floating in mid-air.

Thanks to the sapphire glass on both the front and back, these elements appear to defy gravity. However, it’s the thoughtful architecture of the movement that truly enhances this captivating levitation effect, creating a striking visual experience. Embracing the "less is more" mantra, the bridges are almost like magic, practically invisible. Most components are cleverly hidden beneath the three key elements, letting their beauty take centre stage. The fewer bridges, screws, and wheels, the better! In fact, trying to spot a screw from the front is like searching for a needle in a haystack, amplifying that stunning levitating effect.

Visually, the three elements have identical circumferences, adding complexity to the movement's design. The single-barrel architecture is elegantly suspended, enhancing the levitation effect and presenting a genuine challenge for the movement designers. The balance wheel oscillates at 2 o’clock and captivates the wearer eyes like a flying saucer.

In Max’s imaginative world, everything seems to float, and the dial perfectly follows suit! Tilted just right to highlight MB&F's expertise in conical gearing, this feature is a tricky feat to

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pull off while keeping it reliable. Rarely seen in watchmaking, it adds a wonderfully subtle three-dimensional flair that's as intriguing as discreet.

This technically complex to achieve architecture reveals a simple and unique structure that makes understanding how a mechanical watch functions surprisingly straightforward.

Surrounding this movement is what Max playfully dubs the "amphitheatre": a beautifully bevelled flange that channels the grandeur of Greco-Roman theatres, spotlighting the stunning intricacies of the movement like a gladiator in the arena.

Flip the SP One over, and you'll uncover the other side of its arena, showcasing the meticulous hand finishing and overall attention to detail typical of MB&F – one of the rare watchmakers today perpetuating traditional hand finishing and artisanal craftsmanship.

The MB&F touch is unmistakably present in the SP One. Beyond the desire to surprise and take risks, it's the meticulous attention to the movement that reveals the family ties. The complexity lies in maintaining finesse and elegance while preserving classic codes. All wheels are hand-angled, with prominent *chatons*, and the finish balance is subtle between satin, polished, and micro-blasted surfaces.

A satisfying pebble

Beyond the unconventional construction of the movement and traditional hand-finishing, the pebble case design further sets the SP One apart.

Despite being thin, this watch paradoxically boasts a three-dimensional presence. Imagine holding a perfectly-smooth pebble, polished by years in a riverbed: that's the feel of the SP One. Its 38mm case, sleek like a spaceship and bezel-free, features sapphire glass that seamlessly blends front and back with the case. This design gives the watch a captivating floating effect also emphasized by its cleverly crafted lugs. A closer look reveals that they're not directly attached to the upper case; instead, they rise elegantly from the lower case, creating a subtle yet distinct gap between each hand-polished lug and the upper section.

Overall, the SP One is as smooth to the touch as it looks, inviting you to run your fingers over its curves. It's like a tiny UFO landed on your wrist, blending unconventional design with an organic, tactile sensation.

While the SP One is MB&F's thinnest watch, it's not about competing for the title of the slimmest watch in the world. Instead, it embodies a harmonious balance in design and proportions, prioritizing elegance and artistry over mere thinness to achieve true equilibrium.

The term "equilibrium" perfectly captures the essence of this Special Project. It breaks conventions while staying true to the brand's core identity and traditional craftsmanship, all while exploring new avenues.

In essence, a classical MB&F that has nothing classical about it.

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SP ONE – TECHNICAL SPECIFICATIONS

SP One is available in three editions: platinum with a sky-blue bevelled flange, rose gold with an anthracite bevelled flange, and 18K white gold with a diamond-set case, crown and buckle, complemented by a diamond-set rhodium-plated bevelled flange.

Engine
SP One movement developed in-house by MB&F, featuring signature balance wheel and inclined time dial.
Manual winding mainspring barrel
72 hours power reserve
Superlative hand finishing; bevel angles highlighting handcraft; polished bevels; hand-made engravings, bridges with ruthenium finish (or rhodium finish for the SP One Pavée).
Inclined dial in black DLC (or dark blue PVD for the SP One Pavée).
Balance frequency: 2.5Hz (18,000 vph)
Number of components: 189
Number of jewels: 31

Functions
Hours and minutes on inclined dial at 6 o'clock

Case
Material: platinum 950, 18K rose gold or 18K white gold with diamonds
Dimensions: diameter 38mm x height 12mm
Lug-to-lug: 41.9mm
Number of components: 19
Water resistance: 30m / 3ATM / 100 feet
Sapphire crystals on top and display back treated with anti-reflective coating

Stones (SP One Pavée only)
Case: 165 diamonds
Flange: 55 diamonds
Crown: 14 diamonds
Buckle: 21 diamonds
Total (case, flange, crown and buckle): 255 diamonds - 1.608 carats

Strap & buckle
Calfskin strap with platinum, rose gold or 18K diamond-set white gold pin buckle.
Lug width: 18mm

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'FRIENDS' RESPONSIBLE FOR SP ONE & SP ONE PAVÉE

Concept: Maximilian Büsser / MB&F
Product design: Eric Giroud / Eric Giroud Design
Technical and production management: Serge Kriknoff / MB&F
Movement design and finish specifications: Pierre-Alexandre Gamet / MB&F
Movement development: Pierre-Alexandre Gamet / MB&F
R&D: Pierre-Alexandre Gamet and Robin Cotrel / MB&F
Methods and laboratory: Anthony Mugnier, Georges Veisy, Nicolas Herail and Yannick Journoud / MB&F

Wheels, bridges, pinions and axis: Paul-André Tendon / Bandi, Marc Bolis / 2B8, Fabien Bobillier / Quick Parts, Olivier Roudeau / Roud'Hor SA
Balance wheel: Sébastien Jeanneret / Atokalpa
Springs and jumpers: Alain Pellet & Julien Bosson / Elefil Swiss
Barrel: Alberto Sicco / Général Ressort
Rubies: Pierhor / Crelier / La Pierrette
Hand-engraving of movement: Glypto
Hand-finishing of movement components: Giuseppe Antonio Donato and Denis Garcia / C-L Rochat and Florent Bolis / DSMI Electronics SA, Mjaku Gafurr / MBG Watch Décor and Jorge Da Costa / DC-Polyjoux, Rodrigue Baume / HORLOFAB
PVD/CVD-treatment: Pierre-Albert Steinmann / Positive Coating / Stephane Greco / Rhodior
Movement assembly: Emmanuel Maitre, Amandine Bascoul, Michelly Sales, Michel Pappalardi, Clément Erard, Oliver Maric and Raffy Karaghossian / MB&F
Case and movements components: Giuseppe Di Stefano / STG Création
After-sales service: Antony Moreno, Mathieu Lecoultre, Loïc Robert-Nicoud / MB&F
In-house machining: Jean-Baptiste Prétot, Yoann Joyard, Stéphanie Carvalho-Correia, Arsène Phouthone and Kubilay Korkut / MB&F
Quality control: Cyril Fallet, Jennifer Longuepez and Simon Douère / MB&F
Case decoration: Giuseppe Di Stefano / STG Création
Dial and Super-LumiNova on the dials: Metalem
Buckle: Giuseppe Di Stefano / STG Création
Crown and correctors: Yves Niklaus / Boninchi
Hands: Isabelle Chillier / Fiedler
Sapphire crystals: Alexandre Gros / Novocristal
Anti-refection treatment for sapphire crystals*:* Anthony Schwab / Econorm
Strap: Multicuirs
Presentation box: Olivier Berthon / Soixanteetonze
Production logistics: Ashley Moussier, Thibaut Joannard, David Gavotte, Jean-Luc Ruel, Caroline Ouvrard, Etienne Marcadet, Maryline Leveque and Emilie Burnier / MB&F

Marketing & Communication*:* Charris Yadigaroglou, Arnaud Légeret, Vanessa André, Talya Lakin and Eléonore Marcadet / MB&F
Graphic design: Benoît Rochat / MB&F
M.A.D.Gallery: Hervé Estienne, Louan de Peretti and Oscar Lafond-Kervegant / MB&F
Sales: Thibault Verdonckt, Cédric Roussel, Baptiste Uhl, Augustin Chivot, Richard Réocreux, Jean-Marc Bories, Virginie Marchon and Claire Jammet / MB&F
Texts: Lorenzo Maillard / APRESDEMAIN Agency Sarl
Product photography: Diode Studio
Film: Marc-André Deschoux / The WatchesTV
Portrait photography: Eric Rossier / MB&F
Website: Talya Lakin / MB&F, Julien Henchoz / Idéative

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MB&F – GENESIS OF A CONCEPT LABORATORY

Founded in 2005, MB&F is the world's first-ever horological concept laboratory. With over 20 remarkable calibres forming the base of the critically acclaimed Horological and Legacy Machines, MB&F is continuing to follow Founder and Creative Director Maximilian Büsser's vision of creating 3-D kinetic art by deconstructing traditional watchmaking.

After 15 years managing prestigious watch brands, Maximilian Büsser resigned from his Managing Director position at Harry Winston in 2005 to create MB&F – Maximilian Büsser & Friends. MB&F is an artistic and micro-engineering laboratory dedicated to designing and crafting small series of radical concept watches by bringing together talented horological professionals that Büsser both respects and enjoys working with.

In 2007, MB&F unveiled its first Horological Machine, HM1. HM1's sculptured, three-dimensional case and beautifully finished engine (movement) set the standard for the idiosyncratic Horological Machines that have followed – all Machines that tell the time, rather than Machines to tell the time. The fiercely unconventional Horological Machines have explored themes as diverse as space and science fiction, aviation, supercars, the animal kingdom and architecture.

In 2011, MB&F launched its round-cased Legacy Machine collection. These more classical pieces – classical for MB&F, that is – pay tribute to nineteenth-century watchmaking excellence by reinterpreting complications from the great horological innovators of yesteryear to create contemporary objets d'art. Certain Legacy Machines have also given birth to EVO editions, featuring increased water and shock resistance compatible with collectors' active lifestyles. MB&F generally alternates between launching contemporary, resolutely unconventional Horological Machines and historically inspired Legacy Machines. In 2025, for its 20th Anniversary, MB&F also released SP One, the first of a 'Special Projects' collection that falls between categories.

As the F stands for Friends, it was only natural for MB&F to develop collaborations with artists, watchmakers, designers and manufacturers they admire.

This brought about two new categories: Performance Art and Co-creations. While Performance Art pieces are MB&F machines revisited by external creative talent, Co-creations are not wristwatches but other types of machines, engineered and crafted by unique Swiss Manufactures from MB&F ideas and designs. Many of these Co-creations, such as the clocks created with L'Epée 1839, tell the time while collaborations with Reuge and Caran d'Ache generated other forms of mechanical art.

To give all these machines an appropriate platform, Büsser had the idea of placing them in an art gallery alongside various forms of mechanical art created by other artists, rather than in a traditional storefront. This brought about the creation of the first MB&F M.A.D.Gallery (M.A.D. stands for Mechanical Art Devices) in Geneva, which would later be joined by the M.A.D.Gallery in Dubai – along with MB&F Labs, which showcase a more compact selection of artists in locations like Singapore, Taipei, Paris, Beverly Hills and Silicon Valley.

There have been distinguished accolades reminding us of the innovative nature of MB&F's journey so far. To name a few, there have been no less than 10 awards from the famous Grand Prix d'Horlogerie de Genève, including the ultimate prize: the "Aiguille d'Or", which rewards the best watch of the year. In 2025, MB&F's second brand – the more affordable

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M.A.D.Editions – won the “Petite Aiguille” category with the M.A.D.2. In 2022, the LM Sequential EVO was awarded the Aiguille d’Or, while the M.A.D.1 RED won the ‘Challenge’ category. In 2021, LMX won the Best Men’s Complication and the LM SE Eddy Jaquet ‘Around The World in Eighty Days’ was awarded in the ‘Artistic Crafts’ category. In 2019, the prize for Best Ladies Complication went to the LM FlyingT; in 2016, LM Perpetual won the Best Calendar Watch award; in 2012, Legacy Machine No.1 was awarded both the Public Prize (voted for by horology fans) and the Best Men’s Watch Prize (voted for by the professional jury). In 2010, MB&F won Best Concept and Design Watch for the HM4 Thunderbolt. In 2015 MB&F received a Red Dot: Best of the Best award – the top prize at the international Red Dot Awards – for the HM6 Space Pirate.

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