

# ochs und junior.

rigorously simple watches by Ludwig Oechslin



April 25 – May 2, 2013

moon phase patina

## BASELWORLD in Lucerne

ochs und junior | Zürichstrasse 49 | CH-6004 Lucerne

## **BASELWORLD in Lucerne**

April 25 – May 2, ochs und junior cofounder Beat Weinmann will present Ludwig Oechslin's latest creations at the bright and spacious ochs und junior workspace in Lucerne — the exclusive location where ochs und junior watches are sold.

Visitors to ochs und junior's workspace in Lucerne will be able to try on:

- **moon phase patina**, which features a high-contrast dial executed entirely in one material: brass. Just two metals are visible on the watch — brass (all dial components including hands) and titanium (case, crown, buckle).
- **new patina executions** of Ludwig Oechslin's annual calendar, date, and two time zones watches.
- **early prototypes** and custom color ochs und junior watches.

Lucerne is about a 1 hour trip from Basel either by train or car. It is ochs und junior's pleasure to reimburse travel expenses from Basel for journalists who schedule an appointment.

Espresso from the 1966 Gaggia will be available throughout the day, as well as local bread and cheese.

Lucerne is Switzerland's (and the world's) most visited travel destination, and Beat Weinmann can make bespoke recommendations about the best places to visit on your break from Basel.



*Ludwig Oechsli and Beat Weinmann*

### **appointments**

ochs und junior cofounder and CEO Beat Weinmann is available to meet with journalists anytime during BASELWORLD April 25 – May 2.

Please call or email to schedule an appointment:

Beat Weinmann  
Telephone: +41 (0)41 266 02 12  
Mobile: +41 (0)79 232 63 15  
Email: [bw@ochsundjunior.ch](mailto:bw@ochsundjunior.ch)  
Skype: beatweinmann

### **travel**

ochs und junior  
Zürichstrasse 49  
CH-6004 Lucerne

From BASELWORLD, you can take tram No. 2 or 6 to the Basel Badischer Bahnhof (2 minute ride). From Basel Badischer Bahnhof, trains run multiple times per hour to Lucerne (61 – 84 minute ride, depending on the train). Upon arrival in Lucerne, exit the train station and take bus No. 1 (direction: Maihof) to Wesemlinrain. Across the street, you will see ochs und junior. The address is Zürichstrasse 49.

Round trip fare to Lucerne from Basel costs about CHF 117 (1st class). It is our pleasure to reimburse travel expenses from Basel for journalists who schedule an appointment with us.

Driving directions from Google Maps:

<http://goo.gl/UJ9je>

## **Ludwig Oechslin**

While others think that a watch has to be complicated and contain as many parts and functions as possible to be considered high-quality, Ludwig Oechslin, by contrast, has other interests and priorities. His thought processes lead him to develop the simplest combination of parts for superior reliability and fewer interfaces.

Oechslin's studies of astronomical devices and his restoration and documentation of the Farnese astronomical clock in the Vatican between 1978 and 1982 taught him that gears are a better solution for functions than the levers and springs more conventionally used for wristwatches. He now bases his designs on that insight. His novel combinations of cogwheels and epicyclic (planetary) gearing use far fewer parts than traditional watchmaking complications and offer excellent operational reliability. Ludwig Oechslin is responsible for all of ochs und junior's technical innovations and functional designs.

## **Beat Weinmann**

Beat Weinmann is cofounder and CEO of ochs und junior. With 16 years of experience on the management board of Lucerne-based watch retailer Embassy, Beat heads the lean ochs und junior structure and represents the interface between the customer, Ludwig Oechslin, and the production partners.

## **distribution**

ochs und junior watches are sold directly to consumers at the ochs und junior workspace in Lucerne and over the internet at [ochsundjunior.ch](http://ochsundjunior.ch), instead of through the conventional route via the watch trade with its high middleman margins.

Zürichstrasse 49 in Lucerne is the location of the ochs und junior workspace. Surrounded by architecture firms, advertising agencies, and unique local restaurants, the bright, spacious venue is a place for customers to work out the concept for their timepiece with Beat Weinmann while enjoying espresso served from a vintage 1966 Gaggia.

Sales over the internet are just as personal as paying a visit to ochs und junior in Lucerne. Beat Weinmann discusses the proposed model, color combination and the desired specifications with the customer, either online or over the phone, to make sure the order corresponds exactly to the wishes of the customer.

## **ochs und junior**

ochs und junior AG was founded in 2006 as the vehicle for producing Ludwig Oechslin's rigorously simple watches. No more than 300 watches are made per year.

ochs und junior watches have no logo — none is necessary. Ludwig Oechslin creates clear design idioms for ochs und junior which are instantly recognizable.

Ulysse Nardin became a strategic partner in ochs und junior in the spring of 2012.

## **contact**

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