

## Ludwig Oechslin thinks further – thinks deeper



ochsundjunior \_ mese

Scientist, philosopher, astronomer and master watchmaker Ludwig Oechslin cogitates. He ponders. He ruminates. He adores unearthing simple, elegant answers to complex problems – so far as he's concerned, the best solutions are always the simplest!

In terms of readability in a wristwatch, an analogue display is by far the best. The question is how to leverage this advantage when indicating the date.

Ludwig Oechslin's novel solution involves 31 apertures. These are arranged as a subtle spiral around the circumference of the dial – the 31st appearing in line with and above the 1st, with the actual date indicated by an orange dot. As well as the time, six baton indices help the eye navigate the date by marking the 5th, 10th, 15th, 20th, 25th and 30th days of the month, the indices progressively shortening as the spiral expands. In fact, the date disk beneath the dial bears not so much an orange dot as an orange dash executed at a precise angle – it just looks like a dot through the apertures. The concept is intuitively simple and appealing!

Of particular appeal to lateral thinkers, the new ochs und junior **mese** concept watch incorporates this intelligent date spiral – and it's available now.

The **mese** is one of a series of timepiece concepts emerging from what ochs und junior call Ludwig's Treasure Chest of Ideas: innovations – more mechanical objects than watches – produced in ultra-small batches that remain true to the master watchmaker's original ideas.

The white gold dial is heated to 950°C to produce a beautiful dark grey patina. Like human faces, no two dials are exactly the same due to the molecules of oxygen trapped in the surface of the gold exploding in the tremendous heat to leave barely perceptible black traces.



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ochsundjunior \_ mese \_ a preview from the comic

The result is a dial that shimmers in the sunlight – wrist-borne art in action. By contrast, the handcrafted white gold hour and minute hands are unpatinated – and instead of a conventional sweep hand, the seconds are indicated by an orange dot rotating eccentrically about the hub of the dial-face. Powering the **mese** is the automatic ETA 2824 movement, approved by Ludwig Oechslin for its rugged reliability. The case is available in titanium or silver; either way, the machining involved is ultra-precise so as to obviate the need for conventional polishing.

Other than the sapphire crystal, the ETA movement, the crown and the clasp, everything for the ochs und junior concept watches is handcrafted, milled or lathed in small batches in Peter Cantieni's mechanical workshop. The parts are then assembled in Lucerne by Embassy's Lukas Messerli.

Rhubarb is used as a tanning agent for the eco-friendly leather, which is hand stitched to create the straps and the presentation wallet. Accompanying the watch and illustrating the ochs und junior philosophy are amusing cartoon strips from the pen of Sjoerd van Rooijen. ochs und junior is virtually impervious to watch industry lead times – the process from initial component acquisition to final product delivery is highly efficient.

And what about a logo? There is one: it's branded (literally!) on the internal surface of the strap – a nod and a wink in acknowledgement of the modern world's cult of the brand.

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ochs und junior <b>mese</b> in silver	CHF 15,000.-
ochs und junior <b>mese</b> in titanium	CHF 13,500.-

(prices include Swiss VAT at 7.6%)

For more information please contact Beat Weinmann at:

ochs und junior AG  
Grendelstrasse 2  
CH-6004 Lucerne

Tel. +41 79 232 63 15

[bw@ochsundjunior.ch](mailto:bw@ochsundjunior.ch)  
[www.ochsundjunior.ch](http://www.ochsundjunior.ch)

Interesting Links:

Link to Ludwig Oechslin's prototypes:  
<http://ochsundjunior.blogspot.com/2009/12/prototypes-die-prototypen.html>

And the link to his moonwatch-prototype:  
<http://ochsundjunior.blogspot.com/2010/02/moon-phase-delights-mondochsen.html>