



Supersteel Watch

Watch Design Consulting, a watch and jewellery design studio, have developed a 'Supersteel watch' project. What is meant here is a Russian style watch, which design was inspired by the historical character sketch of St. Alexander Nevski, the Prince of Novgorod.

The collection pursued the aim to get rid of the clichés of 'Russianness' in design and create a recognizable mould-breaking style.

A special feature of this watch is a unique material, which was specially developed for this collection. The watchcase is armoured by the elements of the so-called 'supersteel'. From time immemorial this legendary unusual material has

been used for creation of the most overwhelming cold arms with peculiar properties. Supersteel had solved the old dilemma of hardness and ductility: hard arms used to lose their ductility and vice versa. Unlike other materials, supersteel combines the highest hardness, strength, elasticity and ductility. Nevertheless, the properties, which would be ideal for a blade, are not always applicable for a watchcase. For instance, a watchcase is to be resistant to corrosion. This was the reason for creation of a special material, suitable for watchmakers.

The pattern left by etching, which is not applied to the watchcase but instead created by the structure of the material, became the sign of authenticity. Therefore, the pattern of each watchcase is unique like a fingerprint.

Modern interpretation of the Old Russian style was a very captivating task of the designer. This was achieved by means of soft plastic contours and proportions. It was important to create an item with its own style, which resembles a dynamic and courageous historical character.

Watches are referred to a group of consumables, where design is of paramount importance, the emotional content of the design being the

most significant factor. A watch, like a car, reflects self-identification and mood of the owner.

Therefore, Watch Design Consulting studio construe watch design as something located at the intersection of industrial design, fashion design and art. Consequently, cutting-edge watch design is supposed to use the best practice in design and thinking adopted in all the above spheres. NPD (New product Development) practices open up new opportunities for better coordination the product introduction process and cutting costs of the product development. Integrated approach to watch design makes up the basic value of the brand, its visual equity. Nevertheless, these practices will hardly be effective without creative inspiration. Therefore, as the process of product introduction goes on, the team of watch designers is supposed to make decisions inspired by intuition.

Experience, intuition and earnest desire to create the works of art are the necessary foundations of a successful contemporary watch designer. ■

* Materials are kindly provided by Ekaterina Helwig, one of the founders of Watch Design Consulting studio.