

ARTHUR CASAS DESIGN

FACTSHEET

Project	Collection Arthur Casas
Author	Arthur Casas
Team	Munari El-K
Production company	H.Stern
Dimensions	∅ 0,37 x 0,5 cm (Men) ∅ 0,27 x 0,5 cm (Woman)
Weight	0,06kg
Creation date	05/2016
Sale date	10/2018

ARCHITECTURE AND DESIGN

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ABOUT

Pieces incorporate minimalist design: economic in detail and strong in classic and functional lines

The partnership between the architect Arthur Casas and H.Stern has gone beyond the architecture of concept-stores - such as H.Stern at Fifth Avenue, in NY, and Shopping Iguatemi, in São Paulo. It invaded the watchmaking world. At the invitation of the jewelry store, Casas have designed a new line of watches for H.Stern collection "Timepieces", whose aesthetical proposal flirts with a design style in which simplicity, minimalism and functionality are the highlights.

Classic shapes, natural materials and neutral tones put together the creative concepts of the architect and the brand. The elegant language, free of decorative excesses, is translated into three large models (with rounded visor) and four smaller versions (with squared dial). The ultra-thin steel case, the extremely clean dial and the leather bracelets, naturally texturized, are common points among all the watches of the line. Arthur Casas signature and H.Stern logo are only seen on the back of the box.

Clean and fine traces excel by functionality, with no excessive information. Slim hour and minute pointers showing discreet metallic markers are enough to express H.Stern and Casas design. "In modern life, the wristwatch is no longer an immediate necessity. It has become a clothing accessory that dialogues with the personality of the wearer", reflects the architect that, considering that, sought for a classic and economic design. "Drawing a wristwatch was an old wish of Arthur, which H.Stern has the honor of realizing," celebrates Roberto Stern, the Creative Director of the jewelry.

From architecture to jewelry

Just as in architecture, comfort and practicality were key points in the design development, resulting in extremely light and fine watches with malleable

bracelets and soft touch. It embraces the wrist. The absence of excesses and the construction of clocks convey a sense of amplitude, as well as the spaces designed by Arthur. The finishes adopt the matte look, expressing a sense of continuity and integration – another concept brought from architecture. This conception goes from the box and bracelet until the clasp, of the doubly adjustable deployant type, which allows the user to adjust himself to the wrist.

The natural characteristics of the materials used by Arthur Casas in his creations is also translated into the clocks color pallet. The chart ranges from raw tones, caramel, brown and black tones and velvety textures, as close to natural as possible. Among smaller models, a “closed orange” is the boldest color option, adding a sophisticated warmth to the collection.

Arthur Casas impeccable design was complemented by H.Stern technical expertise, which incorporated the precision of the swiss quartz movement to the watch mechanism. The piece is expected to be on sale at the brand's stores starting in October.