



URBAN JÜRGENSEN

1773

BASELWORLD 2016

THE PAST, THE PRESENT AND THE FUTURE COEXIST IN THREE EXQUISITE NEW MODELS FROM URBAN JÜRGENSEN

The time that has been and the time to come – to borrow from one and predict what the other might bring makes sense of the present.

Our past begins in 1745 when Jurgen Jürgensen was born in Copenhagen and became the founder of a world renowned watchmaking Dynasty. In time, he was outdone by his first born son – Urban Jürgensen: craftsman, inventor, visionary and horological genius extraordinaire.

Urban Jürgensen overturned centuries of staid tradition among the makers of clocks and watches of his day and inaugurated a new era of technological and theoretical advancement with standards of ingenuity hitherto unseen in the watch business, manifested by his landmark book from 1804 “General principles concerning exact timekeeping by clocks and watches”.

In honour and spirit of his heritage, and the work of his grandson Jules Jürgensen we announce three new models which take inspiration from the past, set a benchmark for the future and create a standard of excellence for the present.



REF 1741 FROM THE JURGENSEN 1745 COLLECTION

Introducing the Jürgensen 1745 Collection, Urban Jürgensen presents Reference 1741 in Platinum with Perpetual calendar, leap year indicator, moon phase and central seconds. Reference 1741 is equipped with a Grenage dial for the first time in more than 100 years and reintroduces the almost forgotten craft which is hardly used or even known today.

It is handcrafted, delicate and time-consuming, but the final result justifies the difficulties of creating the Grenage Dial. The Reference 1741 dial is hand made using Grenage dial making and

fitted with the Urban Jürgensen white gold Arabic appliques. The moon disk takes more than 20 different operations to create, and the result is a unique tiny wonder of classic workmanship which is rarely found in timepieces nowadays.

The Ref 1741 caliber is based on the Urban Jürgensen P4 In-house movement, enhanced with the QP functionality that has been augmented by introducing the leap year indication. The Ref 1741 is executed in a 41mm case in traditional Urban Jürgensen teardrop lug case. The elegant profile of convex and concave curves of the case

consists of 3 main pieces; the middle case with individually soldered teardrop lugs, the top bezel houses the domed sapphire crystal, and the screw back with a flat sapphire crystal.



REF 2240 & 2340 FROM THE NEW JULES COLLECTION

Urban Jürgensen is also pleased to present the new Jules Collection with two new models, Reference 2240 and 2340. Both models launch our new contemporary tapered lugs in a classic design on a convex and concave curved case with a diameter of 40 mm. The top bezel houses domed sapphire crystal, and the screw back is equipped with flat sapphire crystal. The dials of the two models also come with

a Grenage dial base and are finished with hand lacquered engraved Urban Jürgensen Arabic numerals. Reference 2240 comes in rose gold and has central seconds and date indication. Reference 2340 comes in white gold and has small seconds, date, power reserve and moon phase indication. Both these new references come with movements based on our in-house P4 movement.

