



When a shiny 20-year-old piece of lounge furniture made the headlines with a whopping \$1 million auction result at Sotheby's in 2006, the then 42-year old Australian resurfaced as one of the most important designers of modern time. This was also Marc Newson's unexpected entry into the art world – a world that recently helped his failed Ikepod watches back into production.

THE ODD AUSSIE BIRDS

Marc Newson has always been a fan of the soft rounded design and would have made many a Martian snap his green fingers in appraisal. From restaurant interiors, perfume flacons, door handles, Nike footwear, Qanta's first-class lounge in Sydney to the Danish bicycle sensation, Biomega, Newson has demonstrated his soft side, now loved and admired by connoisseurs and design aficionados around the world. His wristwatches, however, were praised by not only design lovers, but



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IKEPOD

WHEN TIME BECOMES ART

OFFBEAT AUSTRALIAN BIRDS INSPIRED THE NAMES OF MARC NEWSON'S WATCH COLLECTION. A HOROLOGICAL EXPERIENCE WITH UPS AND DOWNS FOR THE AUSTRALIAN DESIGNER, BUT THE CURRENT COLLECTION LOOKS BETTER THAN EVER.

also watch collectors and the International press. Named for unusual birds from his homeland and distinctively created in Newson's favourite shape, the Ikepod watches enjoyed some acclaim in 1994 when models such as the Hemi- and Megapode chronographs were launched in collaboration with Swiss businessman Oliver Ike. The Ikepod watches were quickly embraced by Tyler Brülé of award-winning chic style and design magazine, Wallpaper (Brülé is now co-owner and editor in chief for Monocle); a special Ikepod Wallpaper Hemi-pode edition was made for the occasion. Brülé's appreciation of the Ikepod watches was a big endorsement of Newson's abilities.

NEW HORIZONS

Ten years after the Ikepod production launch, Newson and Ike surprised the industry by filing for bankruptcy and the Ikepod Sealslug, Manatee, Iso-, Hemi- and Megapode were no longer – until art and watch-collecting New Yorker Adam Lindemann decided to revive Newson's horological wonders. Lindemann and Newson bought the remains of the Ikepod company, and together with industry veteran, Pierre Halimi Lacharlotte of famed F P Journe and Alex Rodriguez, they reintroduced the Ikepod collection at the Art Basel Miami Beach show 2006. Newson had been voted 'Designer of the Year 2006' at this show, and it was consequently a perfect opportunity for him to show his revamped watch collection. 'I like the way the Ikepod watches unite art and time', Adam Lindemann comments, when asked why he decided to bring Newson's watches back to life. Ikepod watches were never intended as a competitor for manufactu-



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urers like Audemars Piguet, Rolex or other high-end Swiss watches with in-house movements; they use the sturdy and reliable Swatch Group-produced ETA calibre 2982 as base movement.

THREE MODELS

The Ikepod collection now contains only three different models, the already famed, though slightly updated, COSC certified Hemi- and Megapode chronographs and the brand new Horizon. The latter model serves as a welcome reminder of Newson's remarkable horological design talent. The Horizon name is a salute to the astro-physical event horizon phenomenon, aka black hole or 'point of no re-

turn', when both time and space disappear. Newson's Horizon may not be as dramatic as the astro-physical inspiration, but it is a stunning watch with no complications. Two hands and a wonderfully-decorated dial create an illusion of being convex, underlining the three-dimensional design of the Ikepod case. Horizon offers three dial options for the rose gold version (white, blue and rose gold) and grey only for the platinum version. The famed soft-rubber strap with the innovative closing design makes the watch sit comfortably even though the hefty rose-gold or platinum, 44 case might frighten off lovers of dress watches.✦

THE JAEGER CONNECTION

At the annual horological novelty show in Geneva, Jaeger-LeCoultre presented the Atmos 561 by Marc Newson. A spectacular clock that sits inside a bubble made of Baccarat crystal and limited to 888 pieces.

'Watches were one of the first things I tried to design as kid', Newson says. Due to his long time horological interest, the incredible Jaeger-LeCoultre Atmos clock always fascinated him. A revolutionary timepiece that runs on thin air and a watch that today is used as an official gift of the Swiss Confederation.

His version of this revolutionary clock shows a refined and novel aesthetics of which the transparency and modernity are just as absolute as its quasi perpetual motion. The Atmos 561 by Marc Newson is an example of the ideal of design: original and simple, and yet so pleasing to the eye.



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