

U(h)rkraft

CUSTOMER MAGAZINE OF HABRING UHRENTECHNIK OG

EDITION 1/2012





Inhalt:

3	Interview
4/5	Time lapse
6/7	Doppel 2.0
8	Chrono ZM
9	The organic farmers of watch-making
10	Philosophy
11	Contemporary witness
12	Enjoying time with Herwig Ertl
13	The purity of life in southern Styria
14	Brand kaleidoscope
15	HIRSCH watch bracelets

Dear reader,

Virtually every company meanwhile claims to act sustainably. Credibility, however, is just as important, as the goals formulated with such sophistication will otherwise soon appear as empty gestures.

A well-known Swiss watch manufacturer recently basked in its self-claimed status of being CO2 neutral. And now it is involved in Formula 1 sponsoring. This begs the question of how consistent the company's claim to sustainability really is. Apparently, its support for Formula 1 lies in the fact that many customers associate fast cars with mechanical watches. To be honest: we do not believe that customers think that simply.

Habring² defines itself as a sustainable watch brand. And we will be pleased to provide proof. Our ‚habillement‘ components – including, among others, the casing, dials, hands and crown – stem from small family-run businesses in Germany and Switzerland. This is our small contribution towards preserving jobs in Europe and reducing transport distances. Our wooden boxes are manufactured here in Carinthia by a local carpenter. Of course, the run-of-the-mill boxes made in China, Thailand and Mauritius are much cheaper than ours. But we like to pay attention not only to the price but also to quality, environmentally friendly production methods and fair working conditions that match our social standards. After all, the leather straps for Habring2 wrist watches are produced in the local vicinity of our studio – naturally under the exclusion of the hide of protected species.

Routinely serviced mechanical watches have a lifetime expectation of at least 30 years. Good products are usually passed on to the next generation – and continue to serve loyally and reliably. That is our understanding of sustainability. At the other end of the spectrum we find the irreparable plastic watches that, after the shortest of lifespans, end up in the household garbage in spite of hazardous waste issues.

We are nonetheless able to offer our customers value for money. One reason could be because we do not count among the sponsors of Formula 1.

We would like to invite you to become acquainted with various aspects of sustainability, the fascination of mechanics and the healthy enjoyment of life in our new magazine.

Take some time out to enjoy the read and get to know what makes us at Habring² really tick.

Best wishes from Carinthia,



*Maria Kristina Habring
Richard Habring*

Legal notice::

PUBLISHED BY: HABRING Uhrentechnik OG , Hauptplatz 16, 9100 Völkermarkt, Austria, www.habring2.com, Telephone +43-4232-51300
RESPONSIBLE FOR THE CONTENTS: Maria Kristina Habring
EDITORIAL STAFF: Michael Brückner www.redaktion-brueckner.de
GRAPHICS/LAYOUT: Beni Mooslechner www.grafik.mooslechner.com



T I M E S I G N A L

Habring² with a proprietary manufacture calibre



The epitome of ambition: family business Habring² presented its own proprietary manufacture calibre just ten years after the company was founded. We spoke with Maria Kristina and Richard Habring about the „A11“.

Habring² will soon introduce a proprietary manufacture calibre. Back in the 1990s, it was said in Switzerland that the development of a 100% proprietary movement would cost at least a million Swiss francs. Today, that sum would probably be a lot more. Can a small manufacture shoulder that weight?

MARIA KRISTINA HABRING: Fortunately, the financial cost of developing our manufacture movement – known internally as the „A11“ – is significantly lower. As a family-owned business we do not count every hour the managers spend working as operating costs. Over the past years we have spent many weekends creating designs and production drawings, building prototypes and acquiring production know-how. Of course, we are also reliant on components manufactured in cooperation with external experts. We have to pay these costs in advance.

Why the need for a proprietary movement in the first place?

RICHARD HABRING: The responsibility lies ultimately with Swatchgroup, the world's largest producer of watches. The company made a decision to stop selling watch movements and components to any brand that was not a member of Swatchgroup.

So you have procured your movements from ETA until now?

RICHARD HABRING: Correct, but only at the beginning of our business activity and even then not directly but from so-called etablisseeurs, who buy the assembly kits from ETA, assemble and decorate them and then sell the movements to other brands. From 2008 onwards all we procured from ETA were special assembly kits; they mainly contain cogs and the escapement, but also include some primary components. Buying complete calibre 7750 movements made less sense to us as we already had about 60 per cent of the components. That is neither economically nor ecologically justifiable. We started relatively early on to convert ETA wheel trains by adding our own primary components and creating movements with added value way beyond the 50 per cent mark. This was the first big step towards a manufacture calibre.

Your company has a staff of seven and produces around 300 watches per year. How did you manage to produce a proprietary calibre?

MARIA KRISTINA HABRING: In comparison to similarly structured small brands we have a surplus in the design department. Up to now we have sold our extra capacity to customers for whom we developed movements or

functional modules. The development of our own movement is now benefiting from these surplus capacities.

You have aroused our curiosity. What does your own movement look like – and what can it do?

RICHARD HABRING: Our proprietary movement is basically a 1:1 replacement for the previous ETA wheel train. We need to stay relatively close to the basic design of the 7750 wheel train to be able to use existing functional modules and their respective drives. In contrast to our industrial counterparts, however, our structural flexibility allows us to implement significant improvements, for instance to the escapement, but also to the wheel train itself. Contrary to the 7750, our new basic wheel train is a hand-wound movement.

Do you use escapement parts made of silicon?

MARIA KRISTINA HABRING: No. We are very much traditionalists in this regard. We tend to question the technology to a certain extent. There may indeed be advantages to production. In comparison to metal spirals, however, silicon spirals are much more sensitive. Silicon spirals are often rendered completely useless in the event of a mechanical problem. That goes against our understanding of sustainability ■

The questions were asked by Michael Brückner

„Habring *Time lapse*“

„Habring² Pink Ribbon“:
*The unique watch for cancer
charity Krebshilfe*



Every owner of a sophisticated mechanical watch will find it unique in one way or another, even if it is produced in relatively high numbers. Once a year, Maria Kristina and Richard Habring (Habring²) produce a watch that really does deserve to be called unique. And all the more so considering the watch is not for sale – it can only be won.

„Habring² Pink Ribbon“ is the name given to this very special unique specimen manufactured to mark the occasion of World Breast Cancer Day. It is a classic Habring² „Time only“ model with the characteristic two-colour dial and inverted appliqués. The „Habring² Pink Ribbon“ bears a pink ribbon opposite the seconds hand at „9 o'clock“ as a sign of solidarity. It relates to the „Pink Ribbon Golf Series.“

More than 30 golf clubs participated in this year's Pink Ribbon tournaments. The aim is not to achieve the highest score but to raise the highest donation. The emergency aid fund of Austrian cancer charity Krebshilfe for victims of breast cancer receives 100 per cent of the proceeds from the

tournaments that have been taking place throughout Austria since early spring. The „Habring² Pink Ribbon“ was once again one of the most coveted main tombola prizes at this year's traditional closing event after the final at the Colony Club Gutenhof in Himberg near Vienna.

The „Habring² Time only“ is a classic hand-wound wrist watch based on the proprietary manufacture calibre A09M with a discreet stainless steel case and an extravagant black patent leather strap. It is perfect for an evening at the opera and will not shy back from sporting activities – such as golf, for instance – thanks to its inner qualities.

Premiere in Germany
in Dresden's
„Hartding 1903“



It doesn't always have to be Glashütte. Elaborate and complicated watches are also manufactured in Saxony's regional capital. Manufacturers Lang & Heyne counts are one of the top addresses. Co-founder Marco Lang has initiated a business premises for watches of a very special nature in the form of „Hartding 1903“ in Dresden. The declared objective alongside sales and advising customers is to promote small, independent watch brands. That is why the names of many reputable AHCI members (AHCI = Académie Horlogère Des Créateurs Indépendants) can be found at „Hartding 1903“ on Dresden's Schlossplatz.

The opening ceremony for the „delicatessen for watches“, as German watch magazine *Armbanduhren* put it, was a welcome opportunity for Habring² to present its new Doppelchronograph 2.0. Furthermore, „Hartding 1903“ is also the first fixed point of sale for Habring² in Germany. The name given to the unusual watch retailer's is in honour of Marco Lang's great-great-grandfather: Richard Hartding became an independent retailer when he opened his own watch shop in 1903. And Habring² has come full circle in Dresden, too. Here, in Maria Kristina Habring's home town, the journey of Habring² began when two perfectionists happened to meet by chance.

*Further information is available under
www.hartding.de*

Take note:
*Munichtime
and Viennatime 2012*



Friends of exclusive watches in Germany and Austria have probably already made two not-to-be-missed entries in their diaries: the Munichtime exhibition will be held at the Hotel Bayerischer Hof in Munich from 2 to 4 November, followed two weeks later (16 to 18 November) by the Viennatime in Vienna's MAK. Habring² will take part in both exhibitions. An ideal opportunity, therefore, to become acquainted not only with the latest models from the small Austrian manufacture but also the two people behind the brand: Maria Kristina and Richard Habring.



Did you know that ...

... **Ferdinand Adolph Lange**, who went on to establish the clock-making industry in Glashütte upon his return there in 1845, was an apprentice to the ingenious watchmaker Josef Thaddäus Winnerl of Styria and tourbillon inventor Abraham Louis Breguet?

... that the **records of the Carinthian guild of clockmakers**, compiled over many years, include just one clockmaker from Carinthia, namely Simberth Höfler? And he hailed – how else could it be? – from Völkermarkt.

... **the first Habring2** was presented in 2004?

... reputable watch manufacturers still apply Habring2 know-how in product development and after-sales service? In fact, a good few of the nominees for the recurring „watch of the year“ awards could indeed bear the sticker „Habring inside“.

... promoting professional progeny is of particular importance to Habring2? Beginners in the trade or those already in training often find their way to an internship at the studio.

... **the machinery at Habring2** is 100 per cent conventional (i.e. no CNC)? They are the perfect prerequisites for building prototypes, for instance, or extremely small component series.

Indulgence festival: *Habring²* at Lengberg Castle

Pure enjoyment is always holistic. The cultivation of the senses will always include a focus on the palate, just as an aesthete will focus on the quality and sophistication of his mechanical watch. In February 2012, Maria Kristina and Richard Habring took part in Herwig Ertl's Indulgence Festival at picturesque Lengberg Castle in Nikolsdorf. Together with representatives from reputable vineyards, an organic distillery and a historic mustard mill, their input to the discussions held at the tasting sessions were much sought-after – and not only when the talk turned to watches. See also the report on Herwig Ertl in this edition ■



TIMES GONE BY

Doppel 2.0: split-seconds chrono of the new generation

Small edition but huge horological sophistication: Habring2 causes a stir with the Doppel 2.0 split-seconds chronograph. Reinterpreting this complication reminded Richard Habring very much of the early days of his career.

The Austrian state of Styria comes into view as you travel on the highway from Klagenfurt to Völkermarkt. The ingenious clockmaker Joseph Thaddäus Winnerl was born in this part of Austria in 1799. It was he who caused a stir with an outstanding achievement in precision mechanics at the age of 32. He had often contemplated how time intervals could be measured with a clockwork. The result was a separately stoppable seconds hand – and therefore the precedent of modern chronograph. But that was not enough for Winnerl. In fact, he laid the foundations for the subsequent and slightly more complicated split-seconds chronograph – or chrono rattrapante, as this horological delicacy is also known.

Today, one can justifiably say that Austria's centre of competence with regard to rattrapante has moved slightly in a south-westerly direction to Carinthia. To be precise: it has moved to Völkermarkt, just under 30 minutes away from the regional capital of Klagenfurt. We decided to go and see for ourselves. Arriving at what is possibly the world's smallest watch manufacture – and most definitely the only one in Austria – we met with Maria Kristina and Richard Habring of Habring2. Their declared intention was to reinterpret the split-seconds chronograph. And, as watches with

this complicated and fascinating mechanism are also often referred to as double chronographs, the Habring's split-seconds chrono was christened Doppel 2.0 and launched on the market – where it caused a sensation in the specialised press. There again, these chronographs never actually ever reached the market. Only 20 Doppel 2.0 models were made and the majority of the limited edition was sold in an instant. Only a few models are currently available. Purchasers could choose between three different dial designs: blue, brown and grey, each with fine details in orange. The price was also very attractive at 6,000 euro. Experts know that double chronographs are otherwise located in the five-digit figure range.

Tracking traces in Schaffhausen

Designing the Doppel 2.0 was also a very personal journey back to the early days of his career for Richard Habring. But let's start at the very beginning: the story starts in the early 1990s in the development department of a well-known manufacturer of luxury watches in Schaffhausen. Under the auspices of his mentor Günter Blümlein, unforgotten by any aficionado of mechanical watches, Richard Habring played a definitive role in the development of a double chronograph movement. Watches



>> DESIRABLE:
THE LIMITED
DOPPEL 2.0 SOLD
OUT IN NEXT TO
NO TIME. <<

with this complication have a second seconds hand anchored at the centre that usually runs synchronously with the normal second hand. The split-seconds hand is stopped by briefly pushing the button at the 10 o'clock position on the case. It enables the wearer to stop interim times whilst the chrono-seconds hand continues its rounds undeterred. Another touch of the button is all it takes to send the split-seconds hand elegantly back to its position above the chrono-seconds hand. Double chronographs are therefore especially



suitable for stopping times in sport. Richard Habring's new approach to the design of such a rattrapante movement convinced not only his colleagues but also the patent office. The document published under the number DE4209580A depicted a hitherto unseen design of the fragile lever mechanism required to hold the rear-mounted split-seconds wheel. However, a great deal of improvisational talent and even more watch-making know-how was called for before the manufacturer's first double chronograph could be presented in 1992. Take, for instance, the case when an ultra-thin tube had to be sourced as a shaft for the chrono-seconds wheel. Richard Habring adopted an unconventional approach: he obtained syringe needles from a chemist's and cut them to size. A second shaft running in the first carried the split-seconds hand on one side and the so-called split-seconds wheel on the other.

One of the movement's special features is the omission of the traditional column wheel, which is not only complicated to produce but also requires complex adjustments in conjunction with the split-seconds function. The design, which integrates the functional module in an existing movement, went on to display the odd drawback here and there over the next 20 years. Reason enough for Habring2 to go one better and further optimise the design. In contrast to the original patent, the Doppel 2.0 is characterised by a high degree of

service friendliness. „One could also speak of a 20-year maturity period with regard to the Doppel 2.0“, says Richard Habring with a smile.

A new double chrono is on the horizon

It is the preliminary end to a chapter of further development that lasted two decades. This time span is the reason why Habring2 is making an exception and departing from its usual annual output of 12 units per model to produce precisely 20 Doppel 2.0 at the atelier in Völkermarkt.

Of course, the A08MR calibre has all the hallmarks of the small Austrian manufacturer in addition to the ingenious split-seconds mechanism. Accurate chronometer measurement and superior reliability are the result of small-scale manufacturing and assembly. The auxiliary dials have a classic east-west orientation to provide a visual counterpart to the original, whilst the sapphire caseback offers an unrestricted view of the manual mechanism.



Richard Habring has good news for all double chronograph aficionados who missed out this time around: the small manufacture is set to produce a new split-seconds chronograph in the near future. After all, anticipation is the greatest pleasure. ■



Contemporary

THE ELEGANT ALTERNATIVE: CHRONOS WITH A NEW FACE

When the minute comes from the centre

You don't have to have been bitten by the watch bug to easily recognise most chronographs. The buttons that start, stop and reset chronograph functions are just as characteristic as the auxiliary dials for displaying the stopped time.



The classic chronographs from Habring² have the familiar chronograph face with the counters on the left and right of the dial. But long live the alternative: various chronograph models from Habring² are now available with a central minute counter (CM) in the middle. The dial has the typical Habring² design of a simple three-hand watch. The only difference: a fourth hand at the centre indicates the enhanced functionality of the chronograph. When stopped, the minute counter hides discreetly underneath its counterpart which is responsible for displaying the stopped seconds. Together the two components complete their revolutions to measure time intervals of up to 60 minutes in the familiar scheme of time display. The dial looks „neat and tidy“ thanks to the CM and even has something of an understatement about it. The central minute counter is also easier to read.

>> CHRONOGRAPH
COS: THE BEST-
SELLER FROM
THE HOUSE OF
HABRING² <<

The central minute on Habring² watches is available for the 42 millimetre chronograph with buttons, the chronographs COS and COS ZM, and for the 36 millimetre chronograph with buttons. (optional monopusher)

The models COS and COS ZM also do without another classic feature of chronographs: the buttons. Habring² introduced the meanwhile patented chronograph COS in 2008. It is the first chronograph in the world that is controlled exclusively via the crown. The COS has meanwhile proven that there is indeed room for innovative solutions suitable for everyday use in addition to the familiar – and not always unproblematic – button solutions. Thus, the COS is today one of the best-selling models manufactured by Habring².

Austria's one and only watch manufacture then took things a step further and added the central minute counter to the COS. The COS ZM proves that a simple „chronograph complication“ does not necessarily require a martial exterior and can be discreetly integrated in a reduced design concept. And this is a central theme common to the entire Habring² collection. As are the other basic values of the COS ZM: a classic, three-component case made of 316L stainless steel, titanium or gold with a diameter of 42 millimetres; water-resistant up to a pressure of 5 bar; metal dial in silver with rhodanised, gold-plated or blue appliqués or in grey and black with rhodanised appliqués filled with Super-Luminova.

Although the company's own calibre A08MCOSZM is based on the wheel train of the ETA 7750, they share nothing in common but their noted reliability and ease of service. Chronograph control via the crown and the central minute counter are both developments that are exclusive to Habring².



We are Bio!

We sow a love of detail, devotion and responsibility, fertilise with personality and harvest honest products of the utmost quality, made for generations to come. We are the organic farmers of the watch-making industry!

Maria Kristina Habring & Richard Habring

BY DR. ARNOLD METTNITZER

Watches – *the appreciation of time*

Many of us lose a valuable gift somewhere along the road to adulthood: namely the ability to develop a child's unbridled enthusiasm. But with a bit of luck we might be able to reclaim it later, at least some of the time. I felt it not so long ago, this child's enthusiasm, as I successfully completed assembling a pendulum clock I had acquired from Sattler in Munich. Clocks have always fascinated me, even as a child. My interest in their internal workings was the reason my father's watch was rendered irreparable by my exhaustive treatment. The watch I received to mark my confirmation was also unable to survive my inquisitiveness for long. By the time my mother wanted to give me a Black Forest cuckoo clock for passing my university entrance exams, however, my awareness of quality and the aesthetic requirements of a pendulum clock were already so pronounced that I was able to convert her intended purchase into a down payment on a pendulum clock to be acquired at a later stage. But it was to be another forty years before my wish was to come true.

Of course, I own a number of mechanical wrist watches in addition to my pendulum clock. They, too, have a „soul“ whose function has much more to do with emotion than with information. The pleasure derived from „gentleman's jewellery“ and the pride of ownership lead to a genuine kind of care and appreciation of other works of art that only exist because someone has invested their love and ability over days, weeks and months. You don't need a mechanical watch if you only want to know what time it is. You can get that information from your mobile phone display. But that is

>> MECHANICAL
WATCHES
ARE PASSED
ON; BATTERY-
POWERED
WATCHES ARE
THROWN AWAY. <<

fast-food. A mechanical watch, on the other hand, is haute cuisine. Most admirers of high-quality mechanical watches are concerned with more than aesthetic appeal. The philosopher of time sees more than just an attractive chronograph in his mechanical watch. A sophisticated watch with complications in which a skilled watch maker has invested many hours of work, creativity and elaborate craftsmanship is an expression of one's appreciation of time. A mechanical watch does more than tell us how time is passing. It is almost a piece of immortality. A routinely serviced mechanical watch will often outlive its owner. Mechanical watches are passed on; battery-powered watches are thrown away. Some people prefer not to wear a wrist watch because they don't want to be part of the „acceleration society“. You

could apply the same logic to taking the calendar off the wall and living under the illusion of remaining forever young.

No, it is not the watch that drives us forward; it is rather we ourselves and our belief that we can no longer afford to slow down. Love – so often the subject of prose and song – is becoming an art mastered by increasingly fewer people. A sympathetic ear is becoming a preciousness that we believe we can no longer afford. To do so we would need that time that has slipped between our fingers, the time that has become a precious rarity, the time we can take or give away, to ourselves and others. What we need is the luxury of putting our hearts and souls into the things we are doing right now. We need time reserved exclusively for that purpose, meaningful time that belongs to us alone. It would allow us to rediscover sweet surrender as a sustainable prospect rather than engaging in a quick flirt and short-lived affair. We could also practice the art of laziness that permits us to enjoy slowing down, reading a book or listening to music – whilst the seconds hand on our wrist watch gently sweeps through its cycle. Linger a while, beloved moment. You are so beautiful.... ■

HABRING² CUSTOMERS HAVE THEIR SAY

Pleasure, *values & sustainability*

Other reputable watch brands obtain testimonials from famous sports personalities. Whether all these famous footballers, golfers and Formula 1 pilots really wear the chronographs or just put them on for the photo shoot to collect a high fee along with the watch is another question.



Tourbillon 3D movement



>> HABRING²
WATCHES
HAVE CHRONO-
METER QUALITY. <<

In our opinion the best and most authentic testimonials are satisfied customers. Enthusiastic members of the Habring² fan community have their say in the CONTEMPORARY WITNESS section. Let's start with Heinrich B. from Krumpendorf am Wörthersee:

It was my fascination with elaborate precision mechanics that turned me into a collector of high-quality wrist watches made by reputable manufacturers. Over more than forty years I have compiled a portfolio of

refined watches from top addresses such as Rolex, Breitling, Audemars Piguet and IWC. I also seek out collector's items whose history I am acquainted with.

In 2007, my interest in unusual timekeeper led me to participate in 'Habring's Watchmaker's Hour' in Völkermarkt, where I got to know and came to appreciate Maria and Richard Habring. Together they have managed to set up Austria's one and only wrist watch manufacture. It is small but elitist and full of horological sophistication. One of the many as-

pects I found so convincing was the opportunity offered by Habring² to become involved in the development of my own wrist watch. It is, as far as I know, a unique opportunity and has led to two further additions to my watch collection.

I wear my Habring² 'Time Date' all the time and keep the Habring² 'Tourbillon 3D' for those special occasions in life. Both timekeepers are meanwhile my firm favourites, as the purchase was preceded by a period of consultation and personal contemplation, the results of which are still valid to this day. It is a matter of course for all Habring² watches to have chronometer quality. It seemed to me to be the right way of guaranteeing pleasure, value and sustainability for many years and developing a relationship to the „only jewellery for men“. Other brands I have bought were always simply „goods“; the models were predefined and unchangeable, the manufacturers remained anonymous. When I acquired my Habring I got to meet the people behind the brand.

I hope Maria and Richard Habring continue to enjoy the fortune of the brave as I am of the opinion that their watch brand has the potential to count among the top international players thanks to innovation and sustainability.“ ■

Time for indulgencet

HERWIG ERTL'S FESTIVAL OF INDULGENCE

Enjoying time *with Herwig Ertl*



He is the initiator, spiritual director and master of ceremonies of the festival of indulgence: Herwig Ertl from Kötschach-Mauthen in Carinthia's most delicious corner has opened up the borders to true indulgence and enjoyment. Austria, Italy, Slovenia and Croatia – Ertl meanwhile organises his much-admired get-togethers for producers and connoisseurs of honest taste in all of these countries.

Herwig Ertl has initiated and organised his festivals of indulgence together with other „ambassadors of enjoyment“ for the past eleven years. He himself refers to them as probably the most emotional and valuable culinary encounters in the Alp-Adria Region. Ertl promises unlimited enjoyment and friendships, no barriers and no language obstacles as everyone speaks the same language – the language of enjoyment.

And what would the festival of indulgence be without a message from the master of ceremonies? Ertl knows very well that he needs to speak in pictures to be understood and remembered. It is not enough for him to simply introduce his producers and serve up a delicious menu prepared by talented cooks. Indulgence needs a stage, says Ertl, and that is what he offers the producers who take to the stage as principle actors to celebrate enjoyment. Guests from far and wide are his audience. Small wonder, then, that Herwig Ertl is himself a discerning connoisseur. To him, luxury is neither expensive nor rare. „The only affordable luxury is what nature gives us and what our neighbour produces“, says Ertl. „This luxury is more difficult to come by than the most expensive wine in the world. Anyone with money can afford that wine. But you first need to

eliminate the envy of your neighbour to afford his luxuries.“

He and 53 producers from Austria, Italy, Slovenia and Germany introduce these products by way of a card game called „HerzKraft Genuss“ (a play on the words Heart, Strength and Indulgence“) which takes customers on a journey of culinary discovery.

One of the philosophical connoisseur's key messages is: „Lebe BIO“! But in his definition „BIO“ is not only the shortage of „biological“ or „organic“. It stands for the German interpretation „Bin in Ordnung“ which means translated „I'm alright“

Ertl has his own interpretation of this abbreviation: the Best Is Organic. „Unless everybody starts being BIO we will change nothing and remain at the mercy of the powers that be. However, every one of us should change something for the better in life, to provide for our progeny and in doing so create for them a solid foundation for a better life.“ Of course, people like Herwig Ertl have a very personal definition of the meaning of ‚home‘. To him, home is not a question of borders

or language. „Home is wherever you look people in the eye and have that feeling of being at ‚home‘. Every festival of indulgence should therefore be a small but precious piece of home.“ Ertl does more than organise festivals of indulgence. His customers refer to him as an Edelgreissler. The word has no counterpart in English but indicates a kind of up-market greengrocer and retailer. His shop offers many culinary delicacies from committed producers. He takes time for every customer and celebrates enjoyment in a very special way. And so every visitor to the Edelgreisslerei can experience his very own, private festival of indulgence. This is how Herwig Ertl manages to lure many a gourmet to Carinthia's most delicious corner.

Making a difference together – his credo is „We can all have enough as long as we are not envious“. Summit meeting of connoisseurs ■



ENQUIRIES:

Herwig Ertl
Haus der Mode & Spezialitäten
Kötschach, Hauptplatz 19
9640 Kötschach-Mauthen

HERWIG
ERTL'S
GENUSS
FESTSPIELE
2013

Tel: +43 (0) 4715 246
Fax: +43 (0) 4715 8914
ertl@kaeseschokolade.at
www.kaeseschokolade.at



T I M E O U T

PURESLeben:

When the barn becomes the sanctuary

Purism and indulgence – are they compatible?

Of course! The holiday homes of PURESLeben (PURE Life) in southern Styria are proof enough. Visionary Dietmar Silly fulfils dreams – his own and those of his guests.

Friends of bacchanalian indulgence – and there are many of them among the aficionados of mechanical watches – are known to smack their lips in acknowledgement when the talk turns to wines from southern Styria. Of course, one can enjoy these fine wines in the comfort of one's own home or at a restaurant. On the other hand, one can take delight not only in the wines themselves but also in the region in which they are cultivated. The natural park in the wine-growing countryside of southern Styria, known as the Naturpark Südsteirisches Weinland, is characterised by hills and a touch of Mediterranean climate and counts among Europe's best mountainous wine-growing regions. It is a part of southern Styria, a region well-known for

its untouched nature, enchanting landscapes and impressive art. It is a region that invites visitors to engage in enjoyment and contemplation, and it is here that Dietmar Silly decided to realise his vision. The experienced cellarer – who worked at Seggau Castle, among other places – dreamed of creating a special kind of holiday home that would bring his guests closer to the virginity, beauty and light-heartedness of his region. Silly has added a new project in a prime location to his portfolio every year since 2004. The current number of eight sophisticated holiday homes belonging to his company PURESLeben are located just 30 minutes away from

Graz in the towns of Graßnitzberg, Sausal, Tunauberg and Kitzreck. The holiday homes are named after the Austrian equivalents of „Vine“, „Vintner's Cottage“, „Vineyard“ or „Barn“, depending on their size, location and furnishings. Purist design, high-quality fittings and furnishings, a discerning ambience with local timber and a modern interior design – these words best describe the holiday homes of PURESLeben. No matter how different they may be: glass always plays an important role. Large windows create transparency and give guests the impression of relaxing in a vineyard, a fruit plantation or other very natural surroundings ■



ENQUIRIES:

PURESLeben GmbH
Mobil: +43 (0) 664 21 55 044
Tel./Fax: +43 (0) 3452 74 102
www.puresleben.at
info@puresleben.at



Time-less

BRANDS

Austrias

small kaleidoscope of brands

Quality – made in Austria. This page contains a small selection of quality Austrian brands. Admittedly, it was no easy selection and the list is far from being representative. Presenting every company that is committed to top quality would easily fill an entire book. The editorial team therefore decided to choose some very differing examples.

Portfolio glow:

Bars and coins

Münze Österreich AG (Austrian Coin): Nothing against the Krügerand, but anyone deciding to opt for an Austrian Philharmonic coin gets a little more gold. The coveted Krügerand has a gold content of 916.6/1000 which equates to 22 carat. This is because the alloy contains a small amount of copper. It also explains the slight red hue of the gold piece. In contrast, the Philharmonic coin has a gold content of 999.9/1000 („Four nine fine“). Münze Österreich AG was founded as a subsidiary of the Austrian National Bank in 1989 and today counts among the international elite of payment instrument providers. The elaborate coins minted in the heart of Vienna are highly regarded by collectors, investors and gift-givers around the world.

www.muenzeoesterreich.at



Traditional wine from the castle

Schloss Gobelsburg Vineyard

The vineyard in Kamptal (Lower Austria) has belonged to the Cistercian monastery since 1740 and counts among the best producers in Austria and probably Europe. American specialist magazine Wine + Spirits elected Schloss Gobelsburg 2010 as one of the world's 100 best vineyards. Managed by Michael Moosbrugger, Schloss Gobelsburg produces some compelling Riesling wines from its vineyards in Heiligenstein and Gaisberg and Veltliner wines from the Rieden Lamm, Kammerner Renner and Grub vineyards. All of these vineyards are managed in accordance with the principles of organic integration. The „Tradition“ is a widely appreciated speciality. It is produced from a Veltliner and a Riesling matured separately each year. Michael Moosbrugger's aim is to combine the philosophy and practical approach of pre-industrial grape cultivation with modern wine-growing methods.

www.gobelsburg.com



Homage to Gustav Klimt:

Fountain pens from Vienna

Original Gusswerk: aficionados of mechanical watches are often also interested in elaborate writing utensils. In recent years many new names have joined the brands already established on the market. Viennese brand expert Roman Steiner, himself a passionate collector of fountain pens, recently fulfilled a heart's desire: he issued his very own collection of fountain pens and ink rollers under the name of Original Gusswerk. His latest piece is particularly sought after – a fountain pen in honour of Gustav Klimt, who would have celebrated his 150th birthday on 14 July 2012. The fountain pen edition was limited accordingly to 2012 units.

www.originalgusswerk.com



QUALITY „MADE IN AUSTRIA“

Hirsch - watch bracelets from a Klagenfurt company with tradition

Carinthia, located in Austria's southernmost state, is not only home to Habring2, the one and only watch manufacture of the alpine republic. Watch bracelets that are in a class of their own are also produced here. Every watch aficionado knows the name of the family-run business in Klagenfurt: watch bracelets made by HIRSCH stand for durability, wearing comfort and aesthetic appeal. Founded in 1765, the company with a long tradition has always focused on processing leather. The family has successfully nurtured this tradition for many generations. The company is in demand as a supplier and partner to reputable watch manufacturers; it states three reasons for its continuing success. The first is a long and successful tradition of leather processing. The second is a drive towards continuous development. And the third is the aspiration to play an active role in defining the market and presenting new products. HIRSCH intentionally refers to bracelets for watches rather than straps. After all, as the company from Klagenfurt points out, the bracelet is not only for attaching the watch to the wrist. Bracelets have played a diverse role in the life of human beings ever since

the dawn of humanity. Bracelets in the form of silver rings were used as currency. They also served to protect the wrists of hunters and warriors. And, last but not least, bracelets were often used to indicate the status of the wearer.

The bracelets of the HIRSCH Artisan Leather Collection are especially popular among watch lovers. These models are fashioned from hand-selected materials using traditional methods. The leathers stem primarily from Italian tanneries in Tuscany.

A word of advice from Habring2: although quality watch straps such as those from HIRSCH are characterised by outstanding durability, you should nonetheless treat yourself to a new

strap every now and then. They give your valued timekeeper a slightly different appearance and you can enjoy the feeling of wearing something new and of high-quality on your wrist. Gold chains were obligatory for the pocket watches of times gone by. Today, a quality leather bracelet is just as good.

Tips and tricks from HIRSCH on caring for your watch bracelet

You should care for your watch bracelet on a regular basis to extend its useful life. Sweat, hand crèmes, perfume and other influencing factors can flush out tanning agents and lead to a loss of quality. Clean the bracelet under flowing lukewarm water and dry it thoroughly with a cotton cloth. You can also simply wash it and wear it. The leathers used for HIRSCH bracelets are carefully selected to render the use of leather treatment agents unnecessary. In fact, treating the bracelet with shoe polish or any other dubbin can lead to undesirable reactions with tanning agents and result in a loss of quality. ■



INFO:

www.hirschag.com





DOT „HABRING²“ – PRINCIPLE

Made to measure: Habring2 watches are modular in design and therefore as individual as their owners.

