

U(h)rkraft

CUSTOMER MAGAZINE OF HABRING UHRENTECHNIK OG

EDITION 4/2015



Dear reader,

You will, of course, be familiar with the Pinocchio Effect. The character in the children's books by Italian author Carlo Collodi had a nose that grew every time he told a lie. Unfortunately, the effect does not exist in real life – although it would be highly desirable in politics and business. On the other hand: the turn-out for important polls would probably sink further still if only “long-nosed” candidates paraded through the streets.

We do, however, encounter the Pinocchio Effect in marketing. It occurs when a company hires an expensive and well-known actor or sports personality to vouch for a specific product. His popularity and VIP status are intended to “emotionally charge the brand core”, as they say in marketing jargon. The so-called Pinocchio Effect results when product and testimonial are incongruous. And it is happening with greater frequency as consumers are meanwhile considerably more critical.

When you look at advertisements published by large manufacturers you will often encounter many famous actors and sports stars gazing meaningfully at the camera gaze or wearing a bright smile. And they usually get to keep the watch on their wrist as a gift to boot.

Habring² also counts celebrities among its customers. However, they pay the normal price and do not appear in testimonial features. Our Felix is a personality. That's why he has no need for a Pinocchio at his side. The same applies to his brothers and sisters of the Habring² family.

Our conscious decision to do without “VIP advertising” is not least due to reasons of fairness. We want to offer you exclusive watches with a good price-performance ratio. The use of testimonials creates an absurd situation in which the customer pays indirectly via price calculation for a celebrity to convince him to make a purchase. And it is likely to be a celebrity whose knowledge of watches only goes as far as the overflowing marketing budgets just waiting to be spent.

Please don't get us wrong: if there are customers who wish to succumb to this kind of testimonial and are willing to pay a surcharge to finance the company's marketing budget then that is their decision. We, on the other hand, will continue to reject any such strategy. Each one of our customers is a testimonial. We find that to be both credible and authentic. Pinocchio testimonials are not for us.

We hope you enjoy reading our latest customer magazine.



Maria Kristina & Richard Habring

Legal Notice:

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

SIGN OF THE TIMES

Successfully on tour: Felix “The Fortunate”

Felix, the first watch from the House of Habring² with a 100% in-house calibre, recently celebrated his first birthday. We spoke to the “parents”, Maria Kristina and Richard Habring.

Felix recently celebrated his first birthday. How is he doing?

MARIA KRISTINA HABRING: He is doing very well indeed. He has developed exceptionally well during his first year and has exceeded our own expectations. Felix is also in demand in lands far away, for instance in Japan and Hong Kong. This watch is our best-seller.

Was his success foreseeable? After all, you have invested a lot of time and money in developing your proprietary calibre A-11 that made its first appearance in a Felix model...

RICHARD HABRING: Ultimately, success cannot be planned, regardless of the product or service you are bringing to market. The entrepreneurial risk is an investment, so to speak, and success is the profit it yields. Of course, we asked ourselves whether the market would welcome our 100% in-house movement that drives our Felix models. We are obviously competing against large competitors backed predominantly by market-listed corporations. Medium-sized companies are meanwhile also competing against in-house manufacturers to win the favour of discerning watch enthusiasts. Yes, there were times when we asked ourselves: What if Felix is a failure? A large corporation can afford to suffer a flop. All the more so when the corporation concerned receives ge-



JAPAN LIMITED EDITION

nerous support in the form of public spending. But things are not so easy for a small family-run company like ours. However, we were always convinced that we were doing the right thing and that our new in-house movement, the A11, would secure the existence of our manufactory.

It is meanwhile obvious that Felix's name – “The Fortunate” – is not just coincidence. You have mentioned your success at home and abroad. Can you substantiate it a little more?

MARIA KRISTINA HABRING: The fact that our retail partners are reporting a high demand for Felix as our entry-level model is without doubt a noteworthy indicator of success. Some have already placed orders for special variants. For instance, we recently shipped the model with a customised dial shown in the photo to a dealer in Japan. Some of the Felix models shipped to Hong Kong have blue dials. Felix has therefore mastered his first journeys abroad with flying colours.

Listening to you speak could lead to the impression that Felix really is a real golden boy. What are his outstanding characteristic properties in your opinion?

MARIA KRISTINA HABRING: Felix is self-confident but not arrogant. He loves elegance and restraint, not smoke and mirrors. His inner values and depth as opposed to shallowness are compelling. He will fascinate every watch gourmet – but perhaps less the watch gourmand. He has enjoyed all the benefits of a loving upbringing – here at Habring² in beautiful Carinthia. And now he is about to become a little cosmopolitan.



Inner values – that sounds good. But what exactly are they?

MARIA KRISTINA HABRING: Our authentic A11 proprietary movement, of course, and its individual custom-made components. They include, for instance, hand-assembled anchors, hairsprings counted and curved by hand, manually assembled wheel/pinion combinations and many more.

As you have already mentioned, Felix is the entry-level model from Habring². However, at a price of around 4,500 euro watch enthusiasts need to have deep pockets. Was the rise in price accepted by your customers?

RICHARD HABRING: It was obvious to us that a watch with a 100% in-house movement involving a lot of craftsmanship would be more expensive than our previous entry-level models. That said, we were nonetheless unable to anticipate how our customers would react to the increase in price. However, the vast majority of Habring² enthusiasts appreciate the added value offered by an authentic manufactory movement. And the sales success of the first year has demonstrated that the pricing is right. Anyone who compares Felix with the corresponding models of our competitors will soon discover that the price is very fair.

In 2012 and 2013 Habring² won first place and therefore the coveted “Watch Oscar” twice in a row at the Grand Prix d’Horlogerie de Genève for their split-seconds hand chronograph 2.0 and the “Jumping Second Pilot” in the corresponding category. When will you make the Triple?

MARIA KRISTINA HABRING: Preferably as soon as possible. Of course, this year we have entered Felix as our candidate. And at the time of this interview he has already made it to the finals of the “Petite Aiguille” category. We will know more by the time our customer magazine is published. After all, a number of juries have already voted Felix to top positions in recent

months, for instance in the category “Best watches for less than 5,000 dollars”.

Felix will accompany Habring² into the second decade of the company’s still-young history. We assume, however, that you did not develop your in-house movement exclusively for Felix. What can we expect for the future?

RICHARD HABRING: Our in-house calibre A11 will eventually drive all of our models. Felix is the first. The A11 is our basic movement. Felix now has a little brother: his name is Erwin and he is the in-house variant of the “Jumping Second”. In other words, Erwin’s “heart” is also a 100 per cent in-house movement. Additionally, our “Foudroyante” model will also feature the new in-house movement.

Some watch enthusiasts may not be familiar with the terms “Jumping Second” or “Foudroyante”. What do they mean?

RICHARD HABRING (LAUGHS): Never underestimate our customers... But seriously: Jumping Seconds are familiar first and foremost from quartz watches. Mechanical watches, on the other hand, usually feature a so-called sweeping seconds hand. But there again, there are some mechanical chronographs with a jumping seconds hand that date from the 1950s. The movement used at the time was the Chezard calibre. Tension builds up inside the movement and is spontaneously released, causing the seconds hand to jump forwards by one second. Apparently, this complication was very popular with doctors as it made it easier to take a patient’s pulse. We introduced the Habring² Foudroyante at the Baselworld 2010. We combined this complication with the jumping second. The small second hand at the 9 o’clock position rotates around its own axis every second – that makes 86,400 rotations per day. The large second hand jumps to the

next position every time the small hand completes a revolution. Generally speaking, nothing about these two complications has changed. The only difference is that we now equip these watches with our in-house movements. Both models featuring our manufactory calibre are presented here in this magazine.

Sustainability is something you take very seriously with regard to your production. It is, however, a term that is meanwhile used to excess. What does it actually mean to you?

MARIA KRISTINA HABRING: We associate the term “sustainability” with a specific philosophy. We call ourselves – albeit with a wry smile – the “organic farmers” of the watch industry because we set great store by sustainability. Today, the term can be found in every annual report and every image brochure, but we actually practice real sustainability – from our mechanical in-house movements to our close and fair relationships with suppliers to the wooden boxes procured from a Carinthian cabinet-maker in which we ship our watches. ■

The questions were asked by Michael Brückner



WE SOW A LOVE OF DETAILS, DEVOTION AND RESPONSIBILITY, FERTILIZE WITH PERSONALITY AND HARVEST HONEST PRODUCTS OF THE UTMOST QUALITY, MADE FOR GENERATIONS TO COME.

Maria Kristina & Richard Habring



JUMPING SECOND & FOUROYANTE

Habring², as it jumps and sweeps

Jumping Second and Foudroyante models with new in-house movement. Felix was the first. Now, the Jumping Second and Foudroyante models will also feature the proprietary, 100 per cent in-house movement developed by the Carinthian manufactory. Two highlights for all watch enthusiasts who want to enjoy every second.

Philosopher Arthur Schopenhauer once referred to newspapers as the “second hand of history”. Of course, the author of “The World as Will and Representation”, who died in 1860, was not familiar with the possibilities of the Internet. The metaphor he may have come up with for the speed of the modern medium is therefore difficult to imagine. That is as may be, and despite all the appreciation for what the Internet has to offer it is nonetheless regrettable - and not only for journalists - that ever less attention is paid to the second hand of our history. The declining circulation numbers for many newspapers speak for themselves. It is a fact that some things in life can change quite literally from one second to the next. “Perfect”, a well-received novel by Rachel Joyce, tells the story of an 11-year-old boy whose friend James has told him that two seconds are to be added to the clock because “time was out of kilter with the natural movement of the Earth”.

>> JUMPING SECOND: SMALL COMPLICATION – BIG EFFECT <<

The humble second is a matter of particular importance to the House of Habring². The two models produced by the Austrian brand where the second plays a special role are now available with the 100 per cent in-house movement that created a furore as the engine that drives the successful Felix model: both the Jumping Second and the Foudroyante now come equipped with the new proprietary calibre.

Of jumpers and sweepers

The small manufactory in Carinthia pointed the way in 2005 when it launched its Jumping Second model. Until then the complication that is ultimately based on a development from the 18th century had hardly a significant role left to play. The second hand of a watch that moves just a single step forward to mark each passing second and then remains motionless until the next second passes is today a typical characteristic of the quartz watch. Chronographs with mechanical movements, on the other hand, are characterised by a so-called sweeping second hand. The sweeping second hand moves conti-

nuously without interruption to reach a new seconds marker as each second passes.

But there is no rule without exception: mechanical watches with a Jumping Second (sometimes known as *Seconde morte*) were popular in particular with physicians until well into the 1950s as they made it easier to take a patient’s pulse. However, the complication fell ever further into obscurity until it was revived in all its splendour by the Habring² manufactory in 2005. In that year Habring² introduced a standard for an accurate jumping second. Two years later Habring² was the first manufactory to launch, patent and manufacture a completely new system for the jumping second.

It caused quite a stir in the watch industry. All of a sudden, other reputable manufacturers turned their attention to the complication, among them Lang & Heine, Grönefeld and Jaeger-LeCoultre. Then, to cap it all, the model Habring² Jumping Second Pilot received its just award in November, 2013. A jury of discerning experts voted the watch as the winning entry to the Grand Prix d’Horlogerie de Genève in the category “La Petite Aiguille”. The movement of the Jumping Second from Habring² was previously based on the ETA/Valjoux 7750. This was followed by the next milestone: to mark the manufactory’s 10th anniversary Habring² presented the Jumping Second with the name “Erwin”, equipped for the first time with its proprietary in-house movement. Felix can be proud of his brother.

When seconds sweep

Watch enthusiasts who find the Jumping Second a little too jumped up might like to take a look at the Foudroyante.

>> SEIZE THE DAY – EVERY SECOND COUNTS <<

yante. This watch makes it possible to enjoy the moment of each and every second - no less than 86,400 times a day, as that is the number of seconds in 24 hours. The large second hand jumps to the next position every time the small hand on an auxiliary dial at 9 o’clock completes a revolution. The Foudroyante therefore combines the complication of the *Seconde Foudroyante* with the Jumping Second.

How fast or slow a second passes really is in the eye of the Foudroyante’s beholder. We often use the phrase “fractions of a second”, and anyone with a Foudroyante on their wrist will have a very concrete understanding of the phase. Everyone who holds time so dear that each and every second is of paramount importance should decide in favour of this complication. They should, however, be warned: the hand on the auxiliary dial moving at lightning speed has fascinated many who have subsequently lost track of time...

When Habring² presented the watch at the Baselworld 2010 it was indeed a real world first due to the combination of *Seconde Foudroyante* and Jumping Second. Nothing like it had ever been seen before in the history of watchmaking. The movement of the Habring² Foudroyante was previously based on the ETA “Valgranges” wheel work. The next step in its history will have watch enthusiasts licking their lips: the Foudroyante will feature the in-house movement from Habring². And so, following on from the introduction of the A11 movement and the new Felix model, the small manufactory continues to write its story of success. Two models for watch enthusiasts who value every second of their lives and who therefore want to enjoy each and every one of them in full. ■



1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

AN INTERVIEW WITH RALF J. KUTZNER & BENJAMIN BIEDLINGMAIER

Excellence is a question of attitude

True greatness is expressed by a love of what at first appears trivial. It is no coincidence that individualists and connoisseurs appreciate things that are “small but superb”. Richard and Maria Kristina Habring spoke in Dresden with the managing director of the Bülow Palais, Ralf J. Kutzner, and with Benjamin Biedlingmaier, executive chef at the Restaurant Caroussell – and discovered many parallels between their corporate philosophies.

RICHARD HABRING: Mr. Kutzner, we at Habring² manufacture watches that display the passing of time in a sophisticated and elegant manner. Your house offers guests an opportunity not only to pass the time, but to enjoy its passing in a very pleasant ambience. One could also say: your guests and our customers appreciate time in completely different ways. Is that where our similarities end?

KUTZNER: On the contrary, it is where they begin. Your family-run business is the only authentic watch manufactory in Austria. Strictly speaking, a hotel cannot be a manufactory as we are first and foremost service providers, not producers. Many characteristics of a manufactory, however, find reflection in the philosophy of the Bülow Palais. Our house does not belong to a chain but is instead privately managed. Quality is more important than rationalisation at all costs. We are authentic and owe our good reputation in particular to the highly effective word-of-mouth propaganda practiced by our many regular customers. Individuality is at the top of our agenda. Whilst our company and yours may offer different products, we

still pursue a similar philosophy and serve similar target groups.

MARIA KRISTINA HABRING: Not everything that bears the manufactory label is in fact made by hand. In many cases, apples are compared with oranges. Is it the same in your line of business?

KUTZNER: As far as I know, we are the only independent and privately managed hotel in Dresden to be awarded five stars by Dehoga, the German association of hotels and guest houses. Only very few guests realise that any hotel can call itself a “5-Star Hotel”. But it is only when the hotel is awarded a corresponding certification from Dehoga that customers can rely on getting what they expect of a 5-star hotel with regard to personal attention, quality and service. Other hotels without a Dehoga certificate can afford to cut corners and offer cheaper rates.

RICHARD HABRING: How do guests perceive your prices?

KUTZNER: Many of our guests are positively surprised by our fair price-perfor-

mance ratio. That applies in particular to guests from abroad who often have to pay twice or even three times as much for the same degree of personal attention and service at home. Of course, we are also subjected to the pressure exerted by the Internet that makes the market completely transparent. Guests drawing comparisons via the web will find out about prices, but nothing about the kind of quality they can expect in return. We are therefore at risk of losing potential guests who at first pay attention to the price alone. They don't come to our hotel for the simple reason that other competitors appear to be cheaper. But when they do come the majority are very surprised at the service they receive in our hotel and restaurant facilities.

>> NOT EVERY 5-STAR HOTEL DESERVES THE ACCOLADE <<

MARIA KRISTINA HABRING: Immodest as we are, we refer to our manufactory as “small but superb”. Is it a recipe for success that could also be applied to an authentic 5-star hotel with a personalised service?

KUTZNER: As a company with around 90 employees we would no doubt count as a medium-sized business. You need a certain number of employees if you want to guarantee a high level of quality. We are nonetheless small in comparison to the large hotel chains. But I am, however, convinced that the all-important criterion is not the size of a hotel but rather the personal attitude of its staff – from apprentice to director. Excellence demands a love of detail. True greatness finds reflection in what may at first appear trivial. I presume it is no different in your line of business.



HOTEL DIRECTOR & HOST
RALF J. KUTZNER

Host with heart and soul: welcoming guests and bidding them farewell in person is very important to Ralf J. Kutzner.

EXECUTIVE CHEF
BENJAMIN BIEDLINGMAIER

His culinary style is classic French cuisine presented with a clear signature in keeping with the times



MARIA KRISTINA HABRING: Mr. Biedlingmaier, you are the executive chef of the Caroussel at Bülow Palais, a restaurant appreciated well beyond the boundaries of Dresden. What does a love of detail mean to you and your colleagues?

BIEDLINGMAIER: Well, first of all of course a love of cooking, to put it simply. You have to have a desire to cook. The guest will taste it in the food. He will also taste it if you have no desire to cook. Some people call it motivation. However, motivation is controlled mainly by the brain. When body and soul come into the equation we call it a passion for cooking.

RICHARD HABRING: Earlier we mentioned individuality and quality. How do your guests express these demands?

>> GIVING THE KITCHEN A FACE <<

BIEDLINGMAIER: The decisions made by today's guests are much more deliberate and demanding. Many of them

don't simply look at the menu and order a meal. They want to know, for instance, the origin of the meat we serve, where the animals were raised. They are well aware of the problems of totally over-bred pigs and chickens. Of course, our guests know that high-quality products come at a price. And they are prepared to pay it.

MARIA KRISTINA HABRING: Another parallel to our manufactory. We call ourselves the “organic farmers” of the watch industry due to our honest commitment to sustainability. We are also critical consumers when at home. You can simply taste the difference...

BIEDLINGMAIER: Absolutely. You have to know where to go shopping. Earlier on you mentioned small and large businesses. Large businesses often lean towards anonymity. I, on the other hand, want to give our kitchen a face. That is why I go from table to table every evening to talk with our guests. The feedback I get is important as it enables us to maintain quality and is often very motivational. Of course, we are well aware of the preferences of our regular customers – and are therefore able to offer them what they want.

KUTZNER: Before we finish, just let me add another aspect that applies to your business and hotels of our category alike. We have experienced an increase in the polarisation in customer behaviour for quite some time. Individualists seeking the special features that a mass producer cannot offer will buy a watch from Habring², for instance, or come to Bülow as guests. Other consumers will pay attention first and foremost to the price and choose a mass producer. Their products may well be of good quality, but they are not personalised and do not convey the feeling of exceptional quality and superior service. There is meanwhile very little that remains somewhere between the two. Restaurants that offer home-style cooking will sooner or later be a thing of the past. I would therefore say that our respective businesses are well-aligned with the future. ■

CONTACT:
Bülow Palais Dresden
Königstraße 14
D-01097 Dresden
Telefon: +49 351 800 30
Telefax: +49 351 800 31 00
E-Mail: info@buelow-hotels.de
www.buelow-hotels.de

NEWS

„Habring² Time Lapse“

The best watches in the world come from Switzerland and Austria National watch-makers win third “Watch Oscar” in sequence



perts, this year the Habrings entered the race with their youngest creation named “Felix” as the favourite in the category “Petite Aiguille” (“small hand”), the category for more “cost-effective” watches costing less than CHF 8,000. Felix first saw the light of day in the autumn of 2014 as the first Habring² model to feature a mechanical movement developed and manufactured entirely in-house – just in time to mark the 10th anniversary of the small but authentic manufactory. That is not only unusual for a company with such small production runs; it is also a unique occurrence in Austria’s illustrious history of watch-making. The award presented by the GPHG jury honours two visionaries who have set themselves the goal of reclaiming the international status once enjoyed by Austrian watches prior to 1890: namely at the very top on a par with products from neighbouring countries.

www.habring2.com



New Habring² dealer in Hong Kong loves independent manufacturers

Habring² has gained a new dealer in Hong Kong in the form of A Watch Company Limited. Founded in 2013, the company sells high-end watches manufactured by independent brands through outlets in Hong Kong, Macao, China and Taiwan. In 2007, managing director Louis Yeung switched his professional occupation to the watch industry,

where he has worked as a marketing director for brands such as Greubel Forsey, Hublot, Corum, L. Leroy, HYT, Oris and Eberhard. Yeung expanded his already ample experience in various marketplaces, including Hong Kong, China, Macao, Taiwan, Australia, Thailand and the Philippines. He is supported by a dynamic team whose comprehensive knowledge of the watch industry makes A Watch Company Limited to what it is today. It is a well-known fact that the employees maintain very good relationships with the media and other dealers. A Watch Company Limited is the exclusive representative for Grönefeld Exclusive Timepieces, Sarpaneva Watches and S.U.F. in China as well as the official and exclusive dealer for Voutilainen, Habring² and Gustafson & Sjögren (GoS) in Hong Kong and Macao. The company itself says it is not large but all the more committed and passionate: “We love and appreciate truly independent manufacturers and want to achieve serious and enthusiastic growth with our partners in the long term. Habring² watches are beautiful chronographs with a very good price-performance ratio. It is something both we and our customers appreciate“.

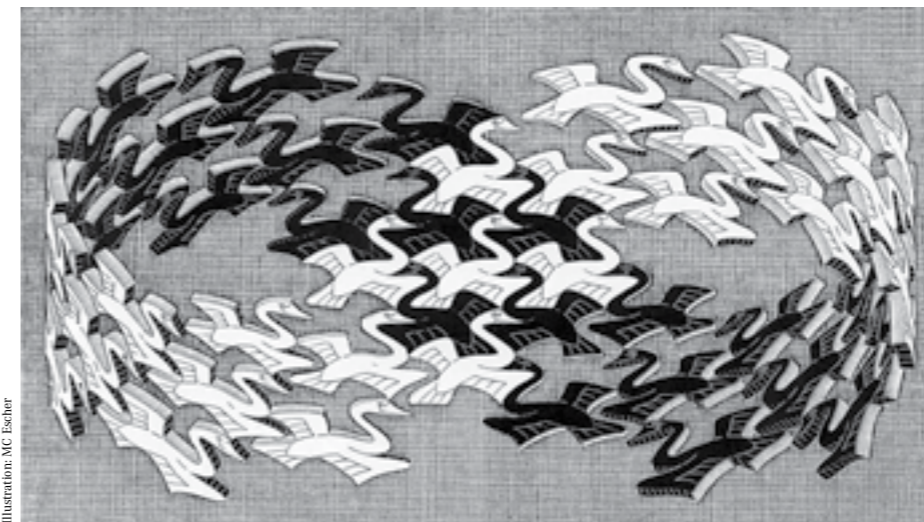
www.awatchcompany.com



HABRING² PHILOSOPHY

“Stay hungry. Stay foolish.”

Time is perhaps the world’s hardest “currency”. It is scarce – and therefore valuable. In fact, it is much too valuable to be wasted. Invest 200 seconds and read homage to time and how to handle it.



Time can be defined very prosaically. It describes the sequence of events and has an irreversible direction. To put it simply: you cannot turn back time. Neither is it possible, strictly speaking, to be ahead of time – even if London’s Big Ben was running forward by six seconds in the summer. Although it may seem improbable, six seconds can be enough to change our lives. “What a difference a day makes” is the title of a well-known song. But sometimes it is the seconds that count.

Yes, time does describe a sequence of events. But it is also a very special type of “currency”. A “currency” much harder than the dollar, yen or euro as it cannot be multiplied at will. And time wasted cannot be reclaimed. Time wasted is time lost. Gone for ever. The quiet ticking of a clock is an acoustic signal that reminds us of how the credit balance

of our personal “life-time” account is dwindling. You can give your time to other people. Time given to others is something sublime of very special value. You can also invest time in a hobby dear to your heart – in the hope of achieving an emotional return on investment.

Each and every one of us decides how valuable the “currency” time is to us. For some it is a scarce resource – whereby nobody can ever know just how scarce it might be for him or her. Others who do not know what to do with their time may turn to pastimes to prevent the onset of boredom. Time is money, as every economic nation knows. The phrase is meant to encourage us to ever greater efficiency, to achieve as much as possible in a short period of time. Multi-tasking is in demand, even if multi-tasking often ends in multiple mess-ups.

By contrast, time spent on the community on the island of Bali is worth the equivalent of hard cash. Time spent working in the “Banjars”, i.e. the organised systems of neighbourly assistance, is considered an alternative currency that circulates within a bartering system. Regional currencies based on “time banks” are becoming increasingly popular in industrialised nations, too. They usually take the form of local associations whose members exchange cashless services. The services rendered are credited to the service provider’s time account and debited from that of the recipient. In this case time is not money but rather a replacement for it.

When Steve Jobs, founder and long-serving CEO of cult company Apple, found out that he did not have much time left, he gave a commencement speech on 12 June, 2005, to students attending a graduation ceremony at Stanford University in the USA that is today considered a masterpiece of rhetoric:

“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma – which is living with the results of other people’s thinking. Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary. Stay hungry. Stay foolish...” This is perhaps the most insightful recommendation for how to handle time as a scarce resource. ■

DEALER-PORTRAIT

Michael Gunczy: New sales point in Vienna

He is not only a watch retailer but also a passionate enthusiast: Michael Gunczy of Vienna. His "Uhrmacherei", or watchmaker's studio, is now also a sales point for Habring² watches.



"The Habring² brand was my clear preference because it is the first and only watch manufactory in Austria and because the clear-cut style and quality of the watches simply won me over", says Michael Gunczy. The proprietor of the "Uhrmacherei" in Vienna (the former "Uhrenbörse", or watch exchange) made his own wish come true: his shop is now also a sales point for Habring² watches.

The passionate watch enthusiast who has been trading classic mechanical watches since 1988 is driven by his enthusiasm for watch technology and a passion for bygone times. "Previously, my focus was on buying and selling luxury watches and collector's pieces. My demands on quality in this market niche were naturally high as I guarantee my customers at home and abroad a high degree of integrity."

The "Uhrmacherei" in Rotenturmstrasse at the heart of Vienna's city district is appreciated by the friends of superior chronometers not least because of its horological competence. Michael Gunczy currently employs four master watchmakers and one apprentice watchmaker in a workshop certified by Omega, Longines and Rado.

The cooperation with Habring² corresponds with the passionate watch enthusiast's goal of becoming a retailer for high-quality brand watches produced by small manufacturers. His range also includes the new table clock model "Vienna" from Habring² (see article on this page 13) alongside the wristwatch models from Habring².



>> HABRING² TABLE CLOCK WITH VIENNESE SKYLINE <<

As the Austrian composer and conductor Gustav Mahler (1860-1911) once snidely remarked: "If the world comes to an end I shall relocate to Vienna, where everything happens fifty years later". It's hard to tell whether this was meant as a compliment or an offense. What he did want to say was this: the clocks in Vienna tick differently (a characteristic assigned to Bavaria to this day). Maria and Richard Habring have finally done away with this preconception: the clocks in Vienna now tick with total

accuracy. At least the new table clock from Habring² does.

Following on from the first version, the "Canaletto View", which was dedicated to Maria Habring's birthplace of Dresden, the table clock from Austria's only authentic manufactory is now available with the world-famous Viennese skyline.

The table clocks of this series are based on the calibre 104B, a so-called "bar frame" that together with its linearly arranged cog wheels and balance wheel attains an admirable length of 108 millimetres.

As is customary for clocks from the House of Habring², a modular system allows the clock movement to be combined with other skylines, logos

and symbols. Various backgrounds bring the bar frame – itself an eye-catching feat of precision engineering – into the limelight. The outlines of cityscapes and monuments are cut out and filed down before being transferred to bridges and plates. The subsequent surface treatment and gold-plating conserve the lustre of the metallic parts. The sky is virtually the limit – in fact, anything goes as long as it fits beneath the dome. Vienna, it can be said, is a perfect fit. ■

CONTACT:
Wiener Uhrmacherei
Rotenturmstraße 29
A-1010 Wien
Tel.: (+43 1) 533 33 01
gunczy@watches.at
www.watches.at



RESTAURANT + HOTEL "TAUBENKOBEL"

Pannonia's culinary pearl

Regional products and traditional preparation methods – nothing new to the restaurant "taubenkobel" situated not far from Lake Neusiedl in Austria. Specialities from the Pannonia region have been appreciated there for decades. And that is something that guests visiting the multiple-award-winning restaurant will in turn appreciate.

In the Burgenland region, not far from Vienna and closer still to Hungary, lies a small owner-run restaurant that has for years convinced guests and professional critics alike: the "taubenkobel" managed by Eveline and Walter Eselböck is considered a legend among Austrian restaurants. Even though it is meant as a compliment it is not something that Barbara Eselböck and Alain Weissgerber, both of whom call the shots in the kitchen, like to hear. And there is a simple reason for it: legends are something you marvel at, but restaurants are where you go to eat. There are indeed many reasons why a restaurant should be used in this way instead of simply being gazed at with admiration. Weissgerber and Eselböck refer to the cuisine of the imperial and royal crown lands when describing the "taubenkobel" philosophy. It is inspired by

the richness and uniqueness of the Pannonia region, accompanied by a variety of wines that will have every oenophile licking his lips in appreciation. Regional products and traditional cooking methods have been en vogue once again for quite some time. They are, however, nothing new to the "taubenkobel" team. Wild herbs from the hills and meadows surrounding Lake Neusiedl have been an integral part of the restaurant's culinary ingredients ever since 1992. And the current owner's grandfather, who ran the "Eselsmühle" in St. Margarethen back in 1961, bred pigs and small livestock in a manner that today would be described as "organic". It is a point of honour for the "taubenkobel" team to know every producer and supplier in person. Their love of the Pannonia region goes as far as en-

suring each meal is served on dishes manufactured locally from beginning to end. A noteworthy collection of contemporary art complements the culinary delights and unusual architecture to form a pleasurable "taubenkobel" trio. Authors and other writers regularly read from their works. A small grocer's shop is located next door to the "taubenkobel". Its team is well-versed in the cuisine of the Pannonia and Piedmont regions. The grocer's shop offers guests a wide selection of specialities to take home with them. Guests staying in the Relais & Chateau suites should not expect a standard hotel bedroom but rather personalised rooms painstakingly designed by Walter Eselböck with an eye for detail and furnishings. ■

CONTACT:
„taubenkobel“
Hauptstraße 31-33
A-7081 Schützen (Burgenland)
Telephone 0043 2684 2297
www.taubenkobel.com



PRODUCERS

Perfect "Crafts"

Florian Güllert:
Distinct inscription



A person's handwriting not only expresses their unique individuality, it also displays a particular appreciation of the recipient of a handwritten letter or card. Florian Güllert considers manual inscriptions to be on a par with handwriting. An inscription engraved by hand has many unique nuances that make it unmistakably one of a kind, says the engraver from Klagenfurt. Here he explains the most important difference between manual and mechanical engraving: "The graver leaves behind a groove or notch in the surface as it is pushed through the material. The cut-out can appear to shine and reflect light depending on the direction of the light, the depth of the cut and the angle at which the graver is held. Anyone listening to or, in particular, watching the engraver from Munich who came to Carinthia in the 1980s at work will understand immediately: mastering this art takes a lot of know-how and, above all, an incredible amount of passion. Florian Güllert is convinced that even the most cutting

edge technology will not be able to recreate an inscription engraved by hand. After all, each one is a unique work of art. The trained gunsmith and stock-maker specialises in classic engravings for shot guns, among other objects. His emphasis is firmly on creating a functional and practical adornment of the metal object through manual engraving. The same applies to engravings on clock movements and casings. "Carefully refining bridges and blocks is all about adornment and customisation. Nonetheless, an engraving should never contradict the craftsmanship of the clock-maker or the character of a chronograph", as Florian Güllert knows.

www.habring2.com



Rettl 1868:
Kilt, cult and creativity

Josef Rettl and his wife Anna founded a "Uniform Institute and Civilian Tailor's Shop" in Klagenfurt in the year 1868. Their clientele was correspondingly elitist and included military officers and high-ranking imperial and royal officials. In took just a few years for the company to become the largest and most reputable uniform manufacturer. Later on, under the aegis of Hans Rettl I and his wife Emilie, the institute produced a tunic for Franz Ferdinand, heir apparent to the Austrian throne. Suits from Rettl soon became downright

status symbols for civilians and other well-heeled citizens. In 1965 Hans Rettl III and his wife Gertrude opened a new store in Villach, where high-quality attire and exclusive accessories were put on display for the first time. From 1991 on, when Thomas Rettl I and his then wife Karin took over the family business, he set about systematically developing the company into a modern yet tradition-conscious fashion business with international competence at the premises in Villach. In addition, the ladies department was continuously expanded. Thomas Rettl and his team began creating and producing their own collection in the year 1999. Their reinterpretations of old uniform designs led to a new and well-received fashion line. The product range of Rettl 1868 was further enhanced in 2011. The first edition of the Rettl & Friends magazine was an immediate success. Today, Thomas Rettl is well-known beyond Austria's borders as an iconic kilt manufacturer and organiser of highly popular shows and events. The creative fashion company maintains outlets in Klagenfurt and Graz in addition to its main store in Villach's Freihausgasse. ■

www.rettl.com



Foto: Simone Attisani



EDMOND
DE ROTHSCHILD

GPHG
GRAND PRIX D'HORLOGERIE DE GENÈVE



EDMOND
DE ROTHSCHILD

MAZARIN

G
GRAND PRIX

"NEVER CHANGE A WINNING TEAM"

HABRING Uhrentechnik OG

Hauptplatz 16, 9100 Völkermarkt, AUSTRIA, Tel. +43-4232-51300, habring@aon.at

www.habring2.com