

Icons of Time

Here are a few classic pairings on and off the cuff

BY JAN TEGLER

A couple months ago, this magazine's publisher Gary Girdvainis and I were discussing design icons – classic objects known to most everyone based on their unique merit. Distinguished by form, function, originality or a combination thereof, these items stand out within a given category or even define the category itself.

Timepieces that fit that definition abound in the universe of wristwatches and it's a good bet that many of you can identify watches that have become icons. Gary and I began to talk about classics inside and outside the watch world and the notion of pairing them. He asked me to come up with a small selection of icons and choose a watch to match each.

Arriving at appropriate combinations was fascinating but somehow familiar. Think about it, how often have you chosen a watch to go with your attire or to



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suit a particular occasion? Let's think in broader term. To properly pair an iconic watch with another icon, it should:

Be currently available.

Remain largely unchanged from its original design.

Be in continuous production since first offering (ideally) or be a faithful revival of a classic piece.

Have an enduring appeal for specific or broad audiences.

After careful consideration, I chose nine icons from across the spectrum of design and human endeavor and nine icons of time. While several of these icons also are involved in their own watch designs, it's the original icon that concerns us here. You might choose many more or different combinations. With that in mind, we invite you to drop us a line here at IW with your own combinations. In the meantime, consider these classics on and off the cuff.

Steinway Concert Grand Piano – Patek Philippe Calatrava 3520 DG

Steinway & Sons, founded in 1853 in Manhattan, is inextricably linked with the modern piano. In 1875, C.F. Theodore Steinway was granted a patent for the modern concert grand piano. Since then, Steinway's classic concert grands have set the standard for pianos, defining their look and sound. Ninety percent of the world's concert pianists play this iconic instrument along with artists from the worlds of jazz to popular music. Simply say the name "Steinway" and people understand. Renowned for their incomparable sound and responsive touch, Steinways are handed down from generation to generation, rather like an iconic watch.

Patek Philippe's Calatrava is the brand's signature wristwatch. Created in 1932, this clean subtle design added substantially to the

prestigious firm's already stellar reputation. Begun in 1839, by Polish immigrants Antoine Norbert de Patek and Francois Czapek, the company became "Patek Philippe" in 1844 when Jean Adrien Philippe joined the firm. Its many innovations include the first keyless watch, the first Swiss wristwatch, and patents for everything from the wristwatch perpetual calendar mechanism to the "split seconds chronograph." The Calatrava's appearance coincided with the independent manufacture's purchase by the Stern family, which still owns the brand. Named for the Calatrava Cross that is the brand's emblem, this iconic watch incorporates all the qualities which define Patek Philippe. Equipped with the ultra-thin Caliber 177 movement, the modern Calatrava 3520 DG series is a timeless classic which like, the Steinway concert grand, is handed down from generation to generation. →

Porsche 911 – Rolex Oyster Perpetual Daytona Cosmograph

The first sports car to wear the Porsche name was the 356. Debuting in 1948, it set the stage for what would become one of the most successful cars in history, the legendary 911. Launched in 1963 as the “901”, the 911 went into series production in 1964 and has remained in production ever since. Its distinctive shape and rear-engine layout have undergone few revisions in 44 years of production – a truly durable icon with international appeal, not just on the road but on-track too. Arguably the most successful competition car of all time, racing variants of the 911 have won in everything from sports car racing to rallying. Porsche has twenty wins at the famous 24 Hours of Daytona – ten of them with 911-variant racers. Coincidentally, there’s an iconic watch which pays tribute to the historic race – one which as the current prize for winning in-class at Daytona, is in the hands of many 911 racers.

The 24 Hours of Daytona (now the “Rolex 24”) was the first sporting event Rolex ever

sponsored. The manufacture was there in 1962 when the race began as a three-hour event known as the Daytona Continental. Expanded to twelve hours by 1964, it became a twenty-four-hour classic in 1966. During this period, Rolex named a special chronograph the “Cosmograph Daytona.” In production with brief interruptions for four decades the Daytona Cosmograph is one of the most sought after watches ever. The icon first used Valjoux movements then switched to a Zenith movement in 1988. In 2000, the Daytona Cosmograph received

Rolex’s Caliber 4130 chronograph movement. Capable of measuring elapsed time and calculating average speed, the watch is as popular as ever. “Paul Newman” versions are the most prized.

Cessna Skyhawk – Breitling Navitimer

Many more powerful, fearsome or record-breaking aircraft have become icons but none is more familiar to pilots the world over than Cessna’s “Skyhawk.” Founded in 1927 by aviation pioneer Clyde Cessna, the company has produced more aircraft than any

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manufacturer on the planet and its iconic Skyhawk 172 is the most popular aircraft in history. Introduced in 1956, the classic single engine, high wing, tricycle landing-gear four-seater is easy to fly and instantly recognizable. It has trained generations of pilots and served in air forces across the globe. No less than twenty-three models of the Skyhawk have been offered. The aircraft remains in production today as the 172R.

No manufacture is more closely associated with aviation than Breitling. Founded in 1884 just as the era of manned flight was dawning, Leon Breitling's firm specialized initially in chronograph pocket watches and precision counters. By World War One, the founder's son, Gaston, introduced the first wristwatch chronograph, an instrument specially suited to the needs of pilots. The adoption of Breitling wristwatches throughout the aviation community accelerated over the next thirty years with several chronograph innovations including start-and-return-to-zero pushpieces and the circular slide rule, which debuted on the brand's Chronomat.

In 1952 Breitling launched the famous "Navitimer". Equipped with its own slide rule "navigation computer", the watch has become an icon - in continuous production since the model "806" debuted. Navitimers can be found on the wrists of pilots across the



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globe, including those who fly the ubiquitous Skyhawk.

**Henry Poole & Co. Tuxedo
- Cartier Tank Americaine**

Everyone knows what a tuxedo is but where did this icon of fashion originate? The answer is London's renowned Savile Row at Henry Poole & Co. - sort of. In business since 1846, Henry Poole & Co. began the tradition of the Savile Row suit. By the 1870s, the firm was providing bespoke tailoring to almost every crowned head in Eu-

rope. In 1860 Henry Poole crafted a short smoking jacket for the Prince of Wales to wear at informal dinner parties. Six years later, wealthy American James Potter of Tuxedo Park, New York, was visiting London and was invited by the Prince to spend a weekend at Sandringham. Advised that he could have a smoking jacket made by the Prince's tailors, he did just that. Upon returning to New York, Potter wore his smoking jacket at the Tuxedo Park Club. When fellow members started having copies

made for themselves it became the informal uniform for club “stag” dinners. The resulting ensemble became known as the “Tuxedo”. Bespoke tuxedos are still available from Henry Poole & Co. today.

Many timepieces might be paired with a tuxedo but Cartier’s supremely fashionable “Tank” watch is an icon which complements the famous formal wear marvelously. The unmistakable Tank was created by Louis Cartier in 1917. Reportedly inspired by the horizontal section of Renault’s World War One military tanks, the first prototype was given to American General John Pershing, the commander of the American Expeditionary Force in Europe during the Great War. A favorite of celebrities from its inception, the classic Tank “Louis Cartier” is still avail-

able and a range of modern variants, including the Tank “Americaine,” lend fresh flair. Powered by Cartier’s Caliber 205 automatic winding movement, the extra large Americaine in 18-karat white gold with elegant silvered opaline dial and chronograph function makes a smart contemporary compliment to the American-inspired tuxedo.

Ray Ban Aviators – Omega Speedmaster

Ray Ban’s classic “Aviator” sunglasses are among the most recognizable eyewear of all time. Imitated by hundreds of other makers, their oversized, teardrop-shaped lens and thin metal frame combination was the result of a commission from the U.S. Army Air Corps to optics manufacturer Bausch & Lomb. The USAAF wanted suitable eyewear to serve its growing force of pilots – sunglasses which would cut glare

and protect aviator’s eyes at altitude. Bausch & Lomb created the iconic Aviator sunglasses and with them, the company Ray Ban itself. Still popular today, Aviators have been worn by generations of pilots, including those who left the earth’s atmosphere and ascended to space. Another accessory, on their wrists, became just as well known, earning the nickname, the “Moon Watch”.

Launched in 1957, Omega’s Speedmaster chronograph was designed for “research, industry and sport.” It more than fulfilled that destiny when on July 20, 1969, Buzz Aldrin stepped onto the surface of the moon, wearing a Speedmaster Professional fitted with the Omega 1861 caliber movement. NASA chose Omega’s iconic watch along with five high quality brands for testing in the early 1960s. The Speedmaster was the only one of the five chronographs to pass the space agency’s rigorous tests and



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was adopted by NASA as the “Officially Certified Wristwatch For All Manned Space Missions.” In 2007, Omega celebrated the 50th anniversary of their icon with the 50th Anniversary Limited Series Speedmaster, featuring the Caliber 1861 and a black dial with the anniversary logo.

**Chris-Craft Lancer Woody
– Ulysse-Nardin Marine
Chronometer 1846**

Chris-Craft’s sleek motor boats are icons of American waterborne performance and style. Some dictionaries even list the word Chris-

Craft as a synonym for “pleasure boat.” Begun in 1874 by Christopher Columbus Smith, the company was famous by the time it took its official name in 1927. Smith had started building speed boats at the turn of the 20th century, breaking records and winning the American Power Boat Association Gold Cup six years consecutively. The success of his revolutionary designs made a great name for the brand and by the 1930s Chris-Craft was also producing pleasure craft. The company’s elegant mahogany speedsters exemplified luxury and were enjoyed by Hollywood stars and presidents alike.

Today, the limited edition

Lancer Woody recalls the classic Chris-Crafts of the past, featuring premium-grade exterior teak wood, a 270 hp engine capable of propelling the craft up to 60 mph and a functional, stylish cockpit and interior.

What more fitting compliment to a maritime classic could there be than a marine chronometer?

Watchmaker Ulysse Nardin founded the company that bears his name in 1846. An astute businessman, Nardin recognized the business potential of marine chronometers and by 1876 was regularly submitting chronometers to the Neuchâtel and Geneva observatories for certification. The

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manufacture's development of its marine chronometers earned it great distinction around the world and over the next decades Ulysse-Nardin equipped fifty navies across the globe. In 1996, the manufacture introduced the Marine Chronometer 1846 to celebrate its 150th birthday. Powered by the UN-26 chronometer

movement, the self-winding 1846 recalls a era when the manufacture's iconic chronometers aided the navigation and movement of worldwide shipping.

**Louisville Slugger
- Ball Watch
Conductor
Arabic**

Few things "American" are more iconic than the baseball bat and the legendary "Louisville Slugger," which is the quintessential baseball bat. Before the World Series, before little league or even the three-strike rule, John A. "Bud" Hillerich, the 17-year-old son of a woodworker in Louisville, Kentucky, developed the Louisville Slugger. Bud was a baseball player himself. Legend has it that he slipped away from his father's shop one afternoon to watch the town's major league team, the Louisville Eclipse. Their star hitter, Pete Browning, was in a slump and broke his bat that afternoon. Bud invited him to his father's shop and with his advice, crafted an all-new bat. Browning connected three times the next day. A surge of professional baseball players adopted the new bat and the

Louisville Slugger was born. One-hundred-twenty-four years later, more than 100,000,000 Louisville Sluggers have been sold and the bat is the preferred piece for 60 percent of all major leaguers.

But what's a bat without a Ball?

Just as American is the story of the Ball Watch Company. Cleveland Webb C. Ball was a jeweler by trade. When railroad Standard Time was adopted in 1883 he was the first jeweler to use signals, bringing accurate time to the City. Appointed as Chief Inspector for the Lake Shore Railroad Lines in 1891, he developed an inspection system to assure accurate time and watch conditions across the railroad company. So precise was his system that it was adopted by 75 percent of all railroads across the country for coordinating time and by 1893 Ball & Co. was producing pocket watches for railway conductors. The company went on to produce rugged, reliable wrist and pocket watches, and movements throughout the 20th century. Today, a revived Ball Watch produces six collections, which pay tribute to its railroad heritage. Its Conductor Arabic echoes the 1920s version used widely by railroad men and others. Powered by a reliable ETA 2892-A2 movement, it is available as limited edition of 1,920 pieces. →

Kleenex – Timex

Here's a little thinking outside the tissue box. Kleenex qualifies in every way as an icon. In 1924 the brand invented the facial tissue category leading to societal shift away from the long-used handkerchief. Stars of the 1920s were enlisted to advertise Kleenex, building the brand's association with a number of matinee idols. So much a part of American life did the brand become that today people most frequently ask for a "Kleenex" when they need a tissue. The company was the first to introduce

colored tissue and scented tissue. Its advertising campaigns were innovative and penetrated beyond American borders. Now the brand is recognized by families in more than 150 countries.

Just as identified with the product it describes is Timex. The brand that "takes a licking and keeps on ticking" began in 1854 as Waterbury Clock in Naugatuck, Connecticut. Its sister company Waterbury Watch made the first inexpensive mechanical pocket watch in 1880. Its "Yankee" pocket watch became the world's

largest seller. Waterbury began production of Yankee wristwatches during World War One. The company also created the famous Mickey Mouse clocks and watches in the 1930s under license from Walt Disney. The firm was renamed the U.S. Time Company in the 1940s but the Timex brand did not emerge until 1950 when it marketed the first inexpensive but reliable mechanical movement. Affordable, and with the aforementioned slogan as the emblem of its advertising campaign, Timex took off.

By decade's end one of every three watches sold in the U.S. was a Timex and the brand became a household name – a distinction it still holds. In the 21st century, Timex is once again producing watches with automatic movements in addition to its wide selection of quartz-powered timers. The wide range of TX Series watches are as reasonably priced, classic and iconic as ever, with a style to suit every taste. →



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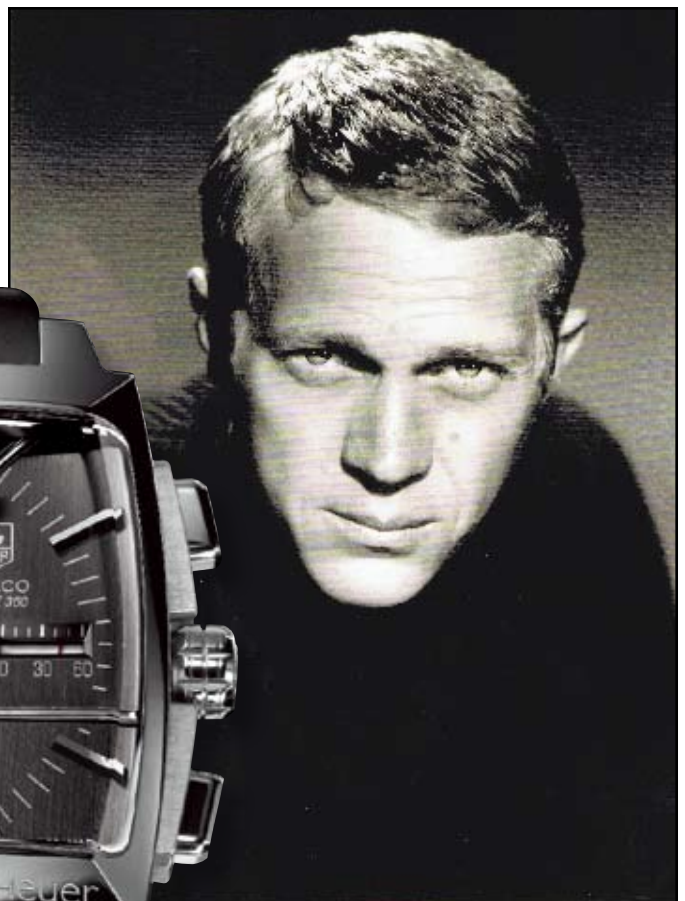
Steve McQueen –Heuer Monaco

Objects are not the only iconic things. People can be icons too. You could list many men and women who have greater accomplishments than the late Steve McQueen but make no mistake, McQueen is an icon. The icy cool star of the 1960s and 70s had roles in almost 30 films including classics such as *The Great Escape*, *The Magnificent Seven*, *The Thomas Crown Affair*, *Bullitt*, *Papillon* and many more.

But Steve McQueen wasn't just a hero on-screen. His real life exploits in motor racing and flying further burnished his macho image. From dirt bikes to prototype sports cars, McQueen was the real deal, one of the best Hollywood actors ever to race, ranking right alongside Paul Newman on-track. It was natural that his off-screen passions spilled over into his career in film. In 1971, Steve McQueen produced and starred in *Le Mans*. Chronicling the famous 24 Hours of Le Mans, his movie is widely regarded as the best racing film of all time. Playing expert Porsche 917 driver, Michael Delaney, McQueen wore a wristwatch that he would help make an icon itself – the Heuer Monaco.

For nearly a century, Heuer has had a close relationship with auto racing. The brand Edouard Heuer founded in 1860 made its famed "Time of Trip" dashboard chronograph in 1911. By 1916 Heuer introduced the "Micrograph," the first stopwatch accurate to 1/100th of a second. From that point forward racing, racers and Heuer (and later, TAG Heuer) were inextricably linked. From the early 1970s through the 1980s the manufacture provided timing systems for Formula One teams Ferrari and McLaren and through the 1990s for Formula One itself. Today, TAG Heuer is the official timer of the Indy Racing League.

Launched in 1969, the Monaco's avant-garde style immediately caught on. It was the first chronograph equipped with a micro-rotor for automatic rewinding and its Chronomatic Caliber 11 movement made the Monaco unique. Now there is a Monaco collection, including an automatic, automatic chronograph and the Monaco Sixty Nine. The Monaco V4 and 360 LS concept watches round out the line of iconic watches, evoking the image of racing and Steve McQueen. ☺



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