

NOMOS

# GROWING OVER TIME

Sharmila Bertin



Although every single culture that populates our Planet expresses itself through dissimilarities that can be slight or acute, there are nonetheless key stages in existence that remain forever the same from one human being to another, irrespective of origins. These shared phases can basically be summed up as the inevitable foursome – birth, growth, old age and death – with a host of subtleties in between that will make all the difference. Be that as it may, on this ladder of life, the transition from child to teenager, then from teenager to young adult, are key times of learning that shape the personality, that quench the insatiable curiosity of virgin minds and,

## **IN THIS NOMOS-CREATED COLLECTION, FREEDOM TO CHOOSE IS A PHILOSOPHY IN ITS OWN RIGHT**

perhaps even, the framework of a future that is rolled out like a precious rug.

For all the stop-offs that mark this journey, which we hope will last as long as possible, the presence of rituals reassures, comforts and stimulates. These customs, often steeped in emotions, close a door so to speak then open another: taking your first steps as a student, for example, or graduating with a degree that will set

the ball rolling in the world of work. The Club Campus watch was imagined to accompany this changeover, to reward sleepless nights spent revising lessons to pass exams, to pinpoint specific moments in one's own timeline.

In this Nomos-created collection, freedom to choose is a philosophy in its own right, starting with the diameter as the steel case is available in two sizes, 36 and 38 mm, with thickness varying between 8.2 and 8.5 mm. This metal holder, waterproof to depths of 100 m, houses the Alpha calibre, a hand-wound mechanical movement that stores 43 hours of energy, some of whose workings



**THE CLUB CAMPUS,  
DRIVEN BY THE HAND-  
WOUND ALPHA CALIBRE,  
CENTRE STAGES TWO  
CASE DIAMETER SIZES**

can be admired through the transparent caseback. The fact you have to wind up your watch every other morning is also a sort of ceremony that creates an additional personal bond between the watch and the wearer.

Yet, it's the face that boasts the most powerful mode of expression because, besides the somewhat classical range of colours comprising matt white, timeless black, light silver, pearl grey and slate blue, the German brand invites to jazz up the wrist with intense, bold hues, shrewdly enlivened by the coral hand of the small seconds at 6 o'clock. An array of pinks, fuchsia or salmon, bright orange and frog green, which make you want to live life to the full. And, to visually set the pace on this dial fringed by a delicate minute tracker, the hour chapter is bilingual, i.e. a blend of Arabic numerals in the

top half and Roman ones in the bottom, all interspersed by slender, luminescent indexes trimmed with fine, different-coloured edging, hovered over by two central baton-style hands. Nomos plays with pigments like an artist juggles with tubes of gouache, resolutely decides to put a stop to the monotony of everyday life with contrasts, creates colorimetric architecture that delights the eye that has just passed by to check the time. **TWM**

