



## Angular Momentum of Switzerland

&

# Manu Propria

"with my own hand"

Some years ago - because of difficult changes in the watch industry. I restructured Angular Momentum with the vision to create and manufacture beautiful handmade timepieces, made under inclusion of old technologies and traditional craft with the premise that no single part is made by CNC machines, not depending to suppliers and all working steps from case making to the artwork done with my own hands (Manu Propria).

#### To create creativity I need an inspiring environment,

Already in my very young teens, I was exited to do something with my own hands and became interested in the art and craft of the present time and the past, fascinated by beautiful things that skilled artists and craftsmen have created and achieved during the centuries.

One day in the school's library I read about the ideals of William Morris and John Ruskin, who proposed that in pre-industrial societies, people had achieved fulfillment through the creative process of handicrafts. This was held up in contrast to what was perceived to be the alienating effects of industrial labor.

In 1976 I began an apprenticeship as a display artist in a department store in Bern, which was internationally renown for its exceptional window display. On the job I was trained in various crafts such as sculpturing, drawing, serigraphic art, painting, carpentry and much more.

These four years of training and cooperation with a team of over 30 skilled and experienced display artists shaped my life.

During my apprenticeship, I studied engraving, scientific drawing, old master painting and pottery under the guidance of experienced teachers at the Art school.

At the age of 20 – due to a bet – I became interested in knife making and metalworking. Fortunately I met a knife maker, who runs a knife making workshop founded by his great-great grandfather not far outside of Bern, where I spent almost all my spare time.

Under the guidance of his knife makers I learned to forge steel, to grind steel blades, to harden them and to make the necessary parts to complete a dagger or a folding knife. Since this happened at a time CNC machines and computers have not been invented yet, all parts have been made by hand and hand operated machines.

A few years later the International Custom Knife Maker movement arose and so called "knife shows" appeared in almost all countries of the world. During many years I took part in these exhibitions where I successfully displayed and sold my works.

Almost fluently it turned out that I had to deal with the goldsmith's art to make more creative knifes and especially its handles and scabbards. From there I worked for several years - always in the evening - in a goldsmith's workshop to learn the specific techniques.

In the late 1980, CNC Machines edged out the traditional machines from the workshops and perfectly machined knifes appeared at the International knife shows. Within few years the custom knife making movement disappeared almost completely from the scene, suddenly destroyed by CNC machined mass produced high-quality knifes made in the USA and Japan. (Seen from a today's perspective certain parallels within watchmaking are obvious.)

I dedicated myself to the goldsmith's art and metalworking. Over many years, I worked as a goldsmith in my spare time and created and made many jewelry pieces and objet d'art firts for friends and later on for an International clientele and exhibited my work during many jewelry exhibitions. At that time my works where labeled under the mark "Manu Propria", Latin term for "made with my own's hand"

Around the same time I started studying the art and craft of Japan. Even today I am convinced that there is nothing comparable in the world regarding its design, aesthetic, quality and excellent execution.

In the following years many trips to Japan followed where I got in contact with the President oft an association dedicated to Japanese traditional art, which is subordinate to the Government.



Under his guidance I studied Japanese art and culture and was introduced to skilled artisans of various arts and crafts where I had to gain a deeper insight to the culture and ist arts.

These years have strongly influenced my idea of the creation and the production of things and have shed a new light on consumerism in general.

In my professional life I made a quick career. At the age of 35 years, shortly after I became member of the board of the department store Holding company, I realized, that I cannot deal with the modern production, retail and shopping mentality. I quit my job and founded my own company dedicated to the design and manufacture of hand made things.

One day I became involved in a watch project and became interested in watchmaking and in 1998 I founded my own watch company.

#### Angular Momentum of Switzerland.

In the beginning - as most of the watch companies do - I worked with various OEM manufacturers in Switzerland, who produced many thousand watches for me, which have been sold in various countries through classic distribution channels.

However, I had to learn, that working with OEM manufacturers and suppliers is very difficult. For a number of years I fought with well known problems, such as the long delivery times, followed by the usual delays in delivery, technical and quality problems and of coarse unpleasant minimum order quantities. In 2001, the first time the essential problem regarding the availability of mechanical movements appeared and it was obvious that the situation would not improve in the future.

### The New Vision

In 2004, I started to restructure the company with the vision to create and manufacture beautiful handmade timepieces, made under inclusion of old technologies and traditional craft with the premise that no single part is made by CNC machines, not depending to suppliers and all working steps done with my own hands, "Manu Propria"

George Daniels wrote in his book "Watchmaking", that a quality product is not only the result of the most precise machines but can be achieved by skilled craftsmen mastering the simplest tools. Today my atelier is equipped with many useful hand



operated machines made between 1920 and 1980, machines that operate within the tolerance range of 0.05 mm after careful revision.

With the years I improved my skills to manufacture watchcases, crowns, buckles, dials, hands and other necessary metal parts with my own hands. My other artistic skills allow me to make all the artworks by myself, such as "Verre Églomisé" miniature paintings, engravings, enameling, Urushi lacquering and some more techniques I have developed in the past years.

#### **Movements**

The restoration of movement and adaptation work for modules was a learning-by-doing process over the years and bases on advice from experienced fellow watch-makers. My philosophy of art and craft also manifests itself in the field of watch movement used in my timepieces. Today, only old movements made in the golden era of Swiss watch making between 1950 and 1980 are used as a whole or as parts to complete my watches.

All the movements are of new-old stock quality and found and purchased from old assembly companies or specialized dealers. The quality of these movements and parts in term of longevity and reliability is excellent and probably surpasses the quality of modern industrial produced movements.

The movements are completely disassembled, the parts controlled, cleaned, assembled and tested by myself.

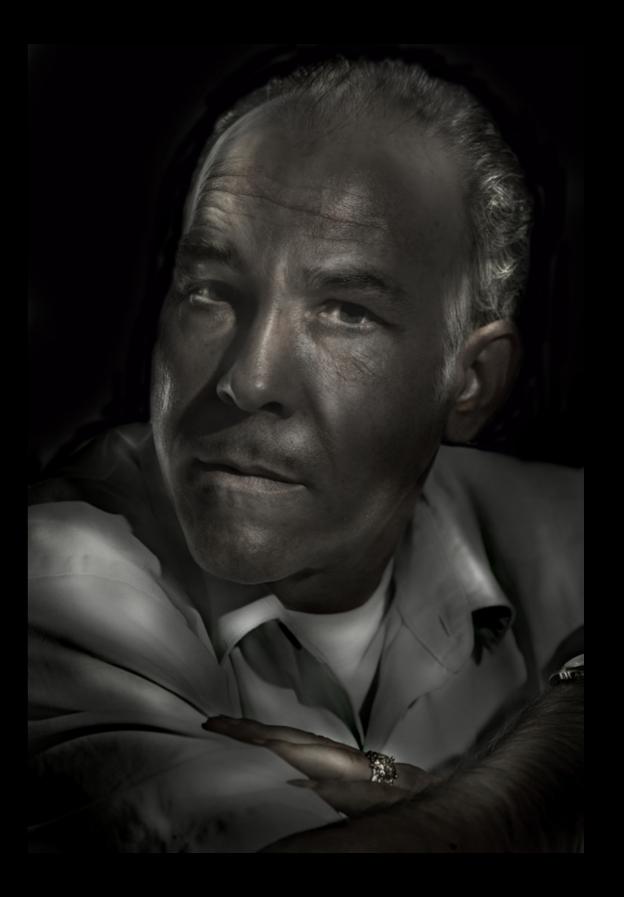
#### **Exclusivity**

Not content with mass-produced watches or limited editions, an increasing number of watch collectors are now commissioning their very own timepieces.

In a world that appears to be growing forever smaller, there is a certain gratification in knowing that only one person in the whole world is walking around wearing the exact same watch.

This dream, can easily be fulfilled by the "Old" way of handmade watchmaking while industrial production cannot.

Martin Pauli

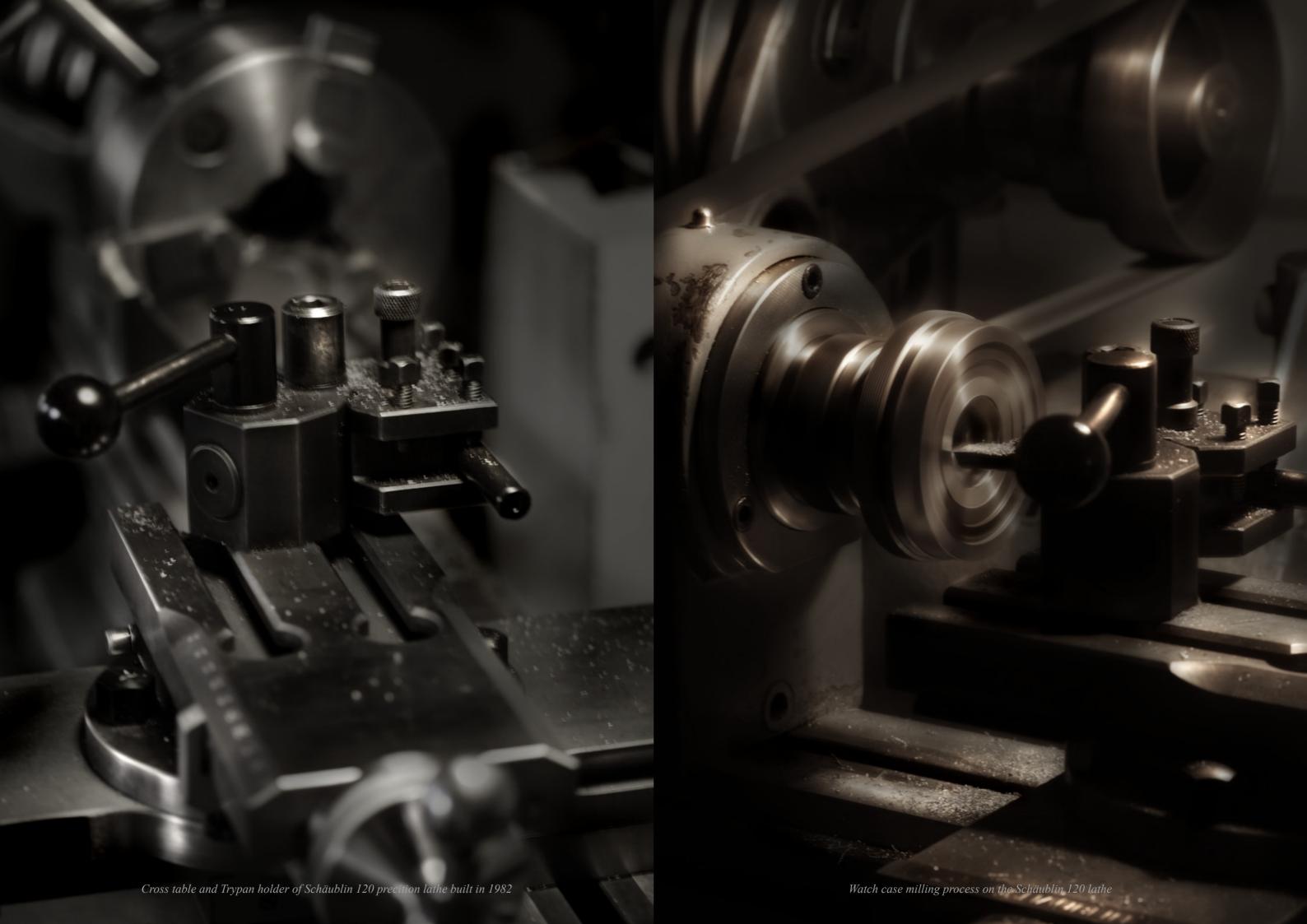


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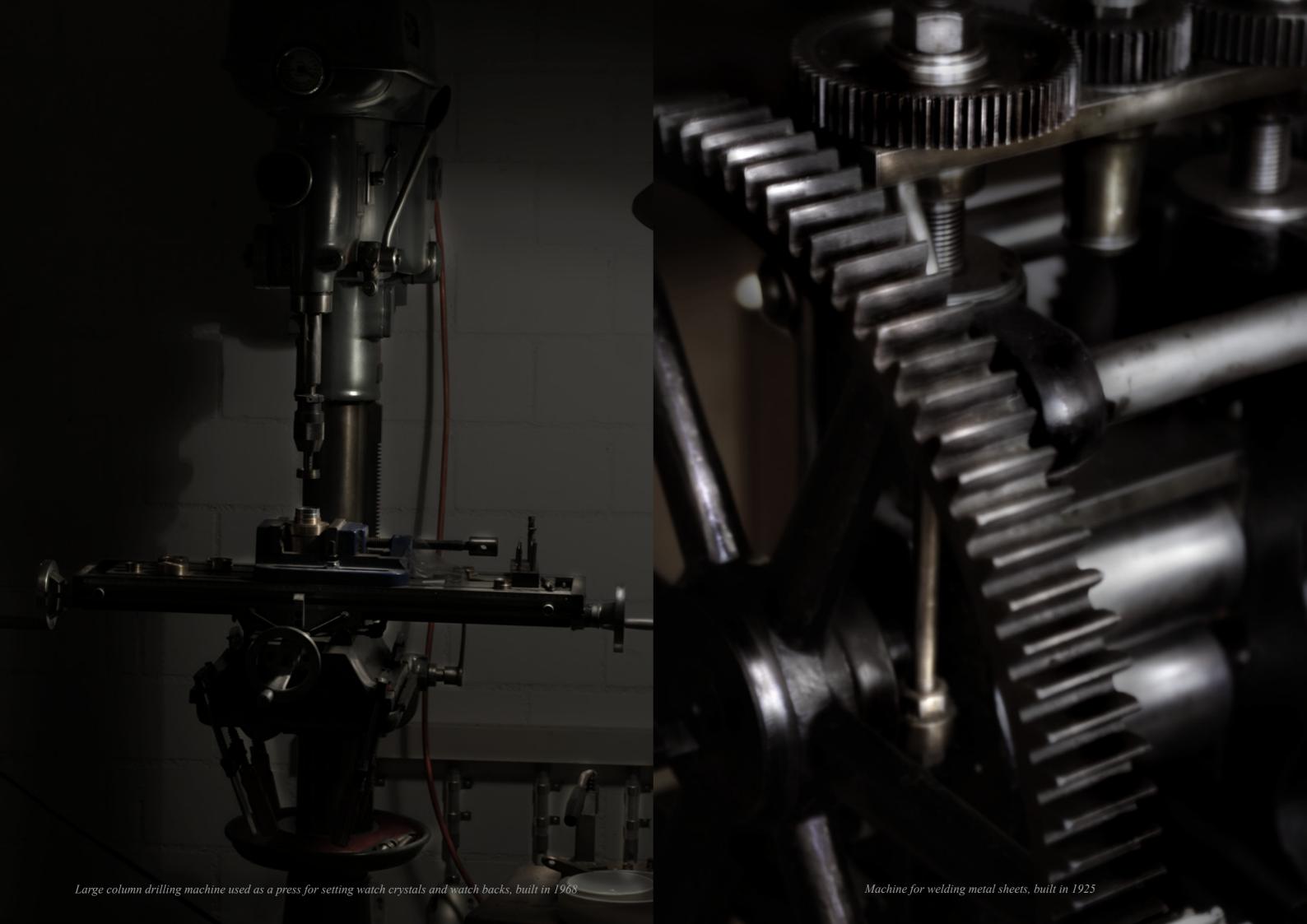










































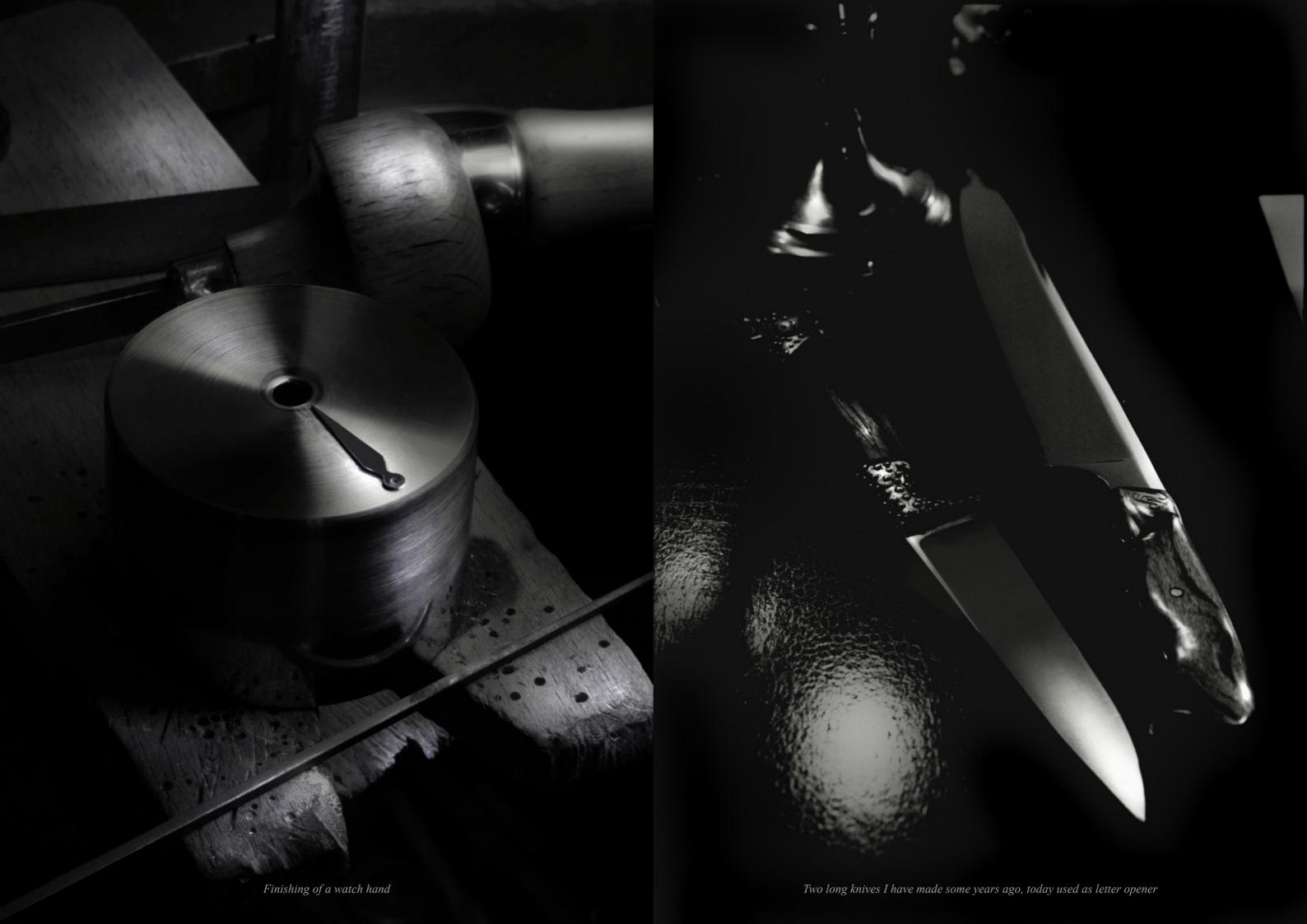


















































## 100 views of the Atelier

## The World of Angular Momentum & Manu Propria

- overviews, insights and impressions on Artisan Watchmaking -



Timepieces and images by Martin Pauli