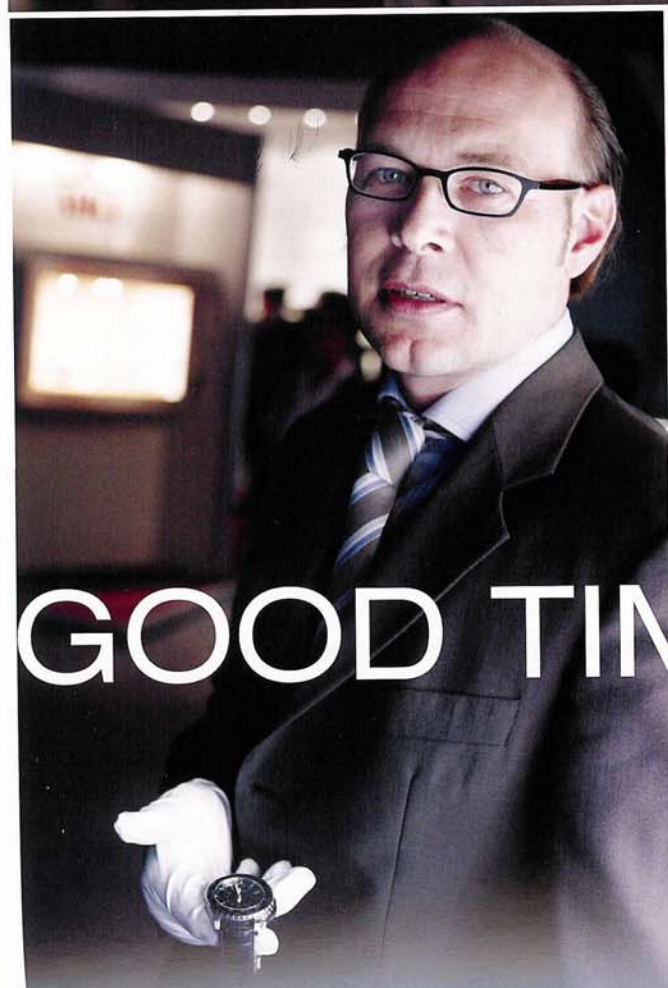


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FACES ★ MIKEVOGT



ALL IN GOOD TIME

MIKE VOGT, FOUNDER OF VOGARD, EXPLAINS WHY TELLING TIME IN ALL OF THE WORLD'S 24 TIME ZONES IS SIMPLY A BREEZE WITH HIS TIMEZONER.



MIKE VOGT IS EASYGOING AND FREE-SPIRITED. Yet his entire being becomes adrenaline-charged when the subject of watches comes up. It is for good reason too, as timepieces have been Vogt's life work and life passion. Since 1992, Vogt has worked for TAG Heuer, Ebel and Gucci. He was also a successful entrepreneur. It was the sale of one of his Internet start-ups that allowed him the opportunity to pour his considerable energy into the creation of one of the most functional and appealing GMT watches ever, the Timezoner.

How important was functionalism to you when you designed your Timezoner?

I believe in functional luxury. The fundamentals I wanted were a GMT watch that was easy to use, that could go backwards and forwards, and that could compensate for daylight saving time.

When did you dream up the Timezoner?

I was on a business trip in Asia. I started in Bangkok, then Singapore, then Tokyo, before I finally arrived in Hong Kong. I was completely disoriented and I had to make a phone call to the States. When I asked the hotel concierge for the time in America, he pointed to a set of wall clocks that told all the world times. It took me 15 minutes to figure out the time in the US. I said to myself, "Houston we have a problem here." But the experience gave me a starting point for this project.

Why was there the emphasis on the simplest display possible?

I interviewed many pilots and what they wanted in a watch was the best possible visibility combined with the greatest ease of use.

Why did you use a 24-hour display instead of an AM/PM indicator to show day and night?

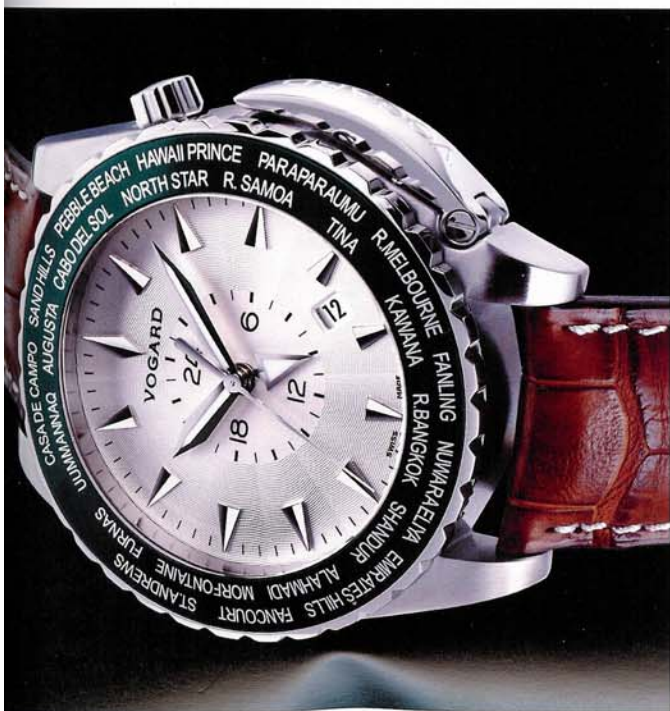
With an AM/PM indicator, you still have to process the information. With a 24-hour hand, the information is immediate. This is related to my goal of creating a watch that is incredibly easy to read.

You have created customised versions of the Timezoner. What are some of your favourites?

I particularly like the version we created for Emirates. The daylight hours on the 24-scale are in white diamonds and the night hours are decorated with black diamond indices.

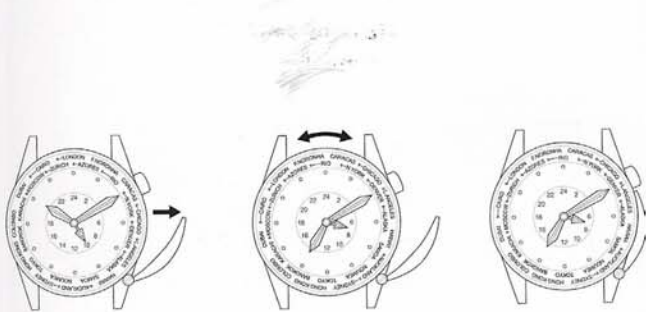
What's the best part about working in a small boutique manufacture?

The speed with which you work when there is direct communication. Initially, the team behind Vogard was myself, Thomas Prescher and another partner. We discussed together and I made my decisions quickly. In comparison, when I worked at Ebel to make the chronograph 1911, it took five years because everything had to be decided by committee.



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PROFILE ★ MIKEVOGT



Changing the time zone on the Vogard is as simple as unlocking the bezel and turning the crown.

This shows how the bezel is synchronised with the hour hand.



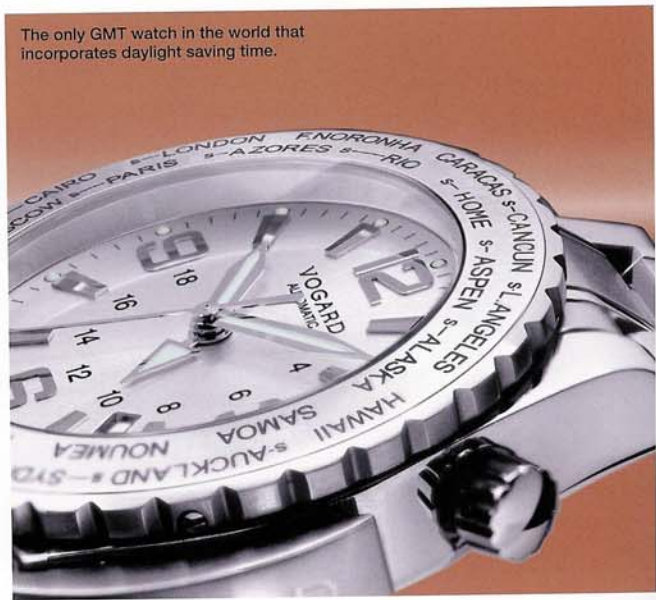
THE TIMEZONER IN ACTION

Vogard's Timezoner offers unparalleled visibility and incredible ease of use in a multi-time zone watch. But to call Mike Vogt's creation a multi-time zone watch is a little misleading as it only displays one time indication. There is only a simple clear minute and hour indicator, with a synchronised inner 24-hour hand. There is no subsidiary dial, or even a GMT hand per se. So how do you tell time in all of the world's 24 time zones in a matter of seconds? The answer lies with Vogt's patented bezel-operated time zone indicator.

Simply unlock the bezel and turn it so that the city you are in is set at 12 o'clock. Next, lock the bezel, unscrew the crown and set your time. You can now select any city on the bezel by unlocking it and turning the name of that city to 12 o'clock. The hour hand on the watch as well as the 24-hour hand will also adjust themselves to show you time in this city.

But that's not all. Because Vogard's Timezoner is the only GMT watch in the world that compensates for daylight saving time. Look at the bezel and you'll see that in any city where daylight saving time is applicable, an appropriate setting marked "s" has been reserved. Simply align this mark at 12 o'clock during daylight saving

The only GMT watch in the world that incorporates daylight saving time.



Where do companies like Vogard stand in the horological landscape?

The big companies have rested too much on their success but this has opened the door for new companies to create logical, functional complications.

The problem is many European retailers only know how to sell brands. As a consumer, I go to these watch shops and they all look essentially the same because they have all the same watches. In Asia, what's great is that you have branded boutiques like Singapore's Bezel. They can do things differently and you have an environment of honesty.

time and your watch hands automatically compensate for it.

Horology fans will be interested to note that it was Thomas Prescher, the legendary creator of triple-axis remontoir-driven tourbillons, who helped with the design of Vogard's bezel-operated mechanism. It essentially consists of a turning bezel and crown wheel that transforms the bezel's movement into information for the hands. The crown wheel can be seen interacting with the teeth of the bezel when you release the locking mechanism.

In the flesh, Vogard's 44mm in diameter Timezoner is a big sturdy machine-inspired piece of functional horology that is perfect for any world traveller. Vogt reveals, "I had a customer who actually inscribed the bezel with names of his various lovers, each of whom lived in one of the world's major cities."

Even those of you without a polygamous streak can tap into Vogard's customisation program. For instance, there is currently a model with a bezel inscribed with the world's major golf courses. You can also approach Vogard's local retailer Bezel to request a custom made watch for yourself.

The Timezoner is offered in steel as well as a particularly stunning brushed rose gold version. Each watch comes in a deep blue watch box worthy of transformation into a cigar humidor. ★