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Blasta Watch: A new take on automotive watch design





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The Scuderia Veloce from Blasta Watch offers a completely new approach on combining automotive forms with watch design. Its modular concept allows changing the case to modify the look of the watch. The startup is based in Biel Bienne, the heart of the Swiss watch industry.

Several brands produce watches which they claim being inspired by car design. *«With a few exceptions, this means a car logo on the dial or a strap with a tyre pattern. I was really bored by these watches on the market»* says co-founder and watch professional Hans. *«**Blasta Watch** wants to change that.»*

With its first model **Scuderia Veloce**, **Blasta Watch** will set a mark in the watch world with real automotive design and forms.

A experienced team of professionals

The four founders live and work in the world famous watch capital Biel Bienne and are friends for many years. Each of them has a long and strong background in the watch and jewellery business or in automotive design.

Fabian, goldsmith, and Heiko, automotive designer and design professor, founded their jewelry company Blasta some years ago offering bold rings in precious metals with extraordinary gemstones, based on their interpretations of iconic car designs. They exhibited and sold them successfully in hot spots like Beverly Hills, Pebble Beach or Gstaad.

«Why don't we create watches with these design ideas?» Hans suggested when they showed him their creations. *«And I know exactly the partner we need for that!»* Claude, CEO of a high-end boutique watch brand and a highly experienced and skilled master watchmaker, engineer and conceptual designer joins the team.

«We all have good jobs and stable situations and we don't really need another company beside that. But everyone around us – a lot of watch pros among them - was so enthusiastic when we showed them the concept that we decided: let's go for it and have fun!» adds Heiko. They created the company Blasta Watch Ltd. and now present their first model.

Automotive forms

The automotive approach is already evident in the design of the construction. Like a car, the **Scuderia Veloce** consists of a *«Chassis»* with the movement, the glass and the crown in a waterproof container of stainless steel.



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On top of that, the bodyworks (the «*carrozzeria*») parts are fixed by several custom designed screws. The three parts – one on the top, three on the back - can be easily exchanged using a special screwdriver which is delivered with the watch. This allows the owner to change the look of his watch by just exchanging the differently executed body parts, in brushed stainless steel or with black or red high tech coatings. A quite special model is the «Silver Arrow», sanded by hand with visible marks like the legendary Silberpfeil race cars in the old racing days. These are available separately or as complete set. No watchmaker skills are necessary, the modular system is very easy to use.

Inspiration from the golden era of car design

The design of the **Scuderia Veloce** is visibly inspired by the gorgeous creations of the golden era of Italian car design in the sixties and the seventies. Iconic cars from Bertone, Pininfarina, Giugiaro like the mighty Miura, Montreal, Ghibli, Daytona, Dino, Stratos, Iso Grifo with their unparalleled combination of timeless forms paired with powerful engines.

A true world first is the diffuser on the back of the watch. It's the cool interpretation of that aerodynamic component that can be seen on many sophisticated sports cars these days. The diffuser is one of the elements that really makes the **Scuderia Veloce** stand out of the crowd.

Professionally built in Biel Bienne, Switzerland

As the crew of Blasta Watch sums up almost 100 years of experience in the watch industry, there is an absolute no-nonsense and no-compromise approach on the production side. The entry version is powered by a Swiss quartz movement, the mechanical version by the selfwinding legendary ETA 2824-2, one of the best Swiss made serial movements on the market.

The components for the case are manufactured by a Swiss-Chinese company who works for many big Swiss brands. All case parts are in stainless steel, the glass is a sapphire crystal. The custom made watch straps and buckle come from one of the leading Swiss strap companies.

The complete assembly and the meticulous quality control is executed in Biel Bienne, Switzerland.

The **Scuderia Veloce** will be launched by **Blasta Watch** with a crowdfunding campaign on Kickstarter in October 2019 with introductory prices starting from CHF 780.- for the quartz-version.



Blasta Watch - The collection

Scuderia Veloce Automatica

Self-winding Swiss movement ETA 2824-2, steel case, sapphire crystal.
Interchangeable «carrozzeria» case parts. Black PVD-coatings on bezel
Dimensions: width 45 mm | length (lug to lug) 55 mm | height 14 mm

Nero profondo automatica



Black as it can be. The steel carrozzeria is treated with a black high-tech PVD-coating. The red stitching on the strap makes an excellent contrast. Subtle. Mysterious. Fast.

Rosso scuderia automatica



Red as a true Italian sportscar has to be. The carrozzeria gets a red enamel coating, deep and brilliant. The red stitching on the strap matches. Extravagant.

Argento automatica



The more discrete version. The carrozzeria has a wonderfully blasted finish, accentuating its lines in a subtle way. Elegant. Cool. For the gentleman.

Silver Arrow automatica



Inspired by the legendary story of the silver arrows. Each carrozzeria is sanded by hand, resulting in a unique used look. Rough. Masculine. Bold.

Prices: from CHF 2750.-

Introductory prices for Kickstarter-backers: from CHF 1380.-



Scuderia Veloce Quartz

Swiss Quartz movement, steel case, sapphire crystal. Interchangeable «carrozzeria» case parts.
Dimensions: width 45 mm | length (lug to lug) 55 mm | height 14 mm

Prices: from CHF 1450.- / Introductory prices for Kickstarter-backers: from CHF 780.-

Nero profondo



Black as it can be. The steel carrozzeria is treated with a black high-tech PVD-coating. The red stitching on the strap makes an excellent contrast. Subtle. Mysterious. Fast.

Rosso scuderia



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More photos and informations are available on www.blastawatch.com/media

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