

The 1521 by Magellan

proves that 'time is round'

› Pierre Maillard

In all fields, sometimes the most unusual and best ideas come from outsiders, from those who have made their mark in other disciplines. The Portuguese explorer, Magellan, had to go to the enemy, the King of Spain, to find financing for his 'mad' project to prove that the earth was round, which he hoped to demonstrate by finding passage between the Atlantic and the Pacific Oceans. He succeeded in his 'crazy' quest in 1521.



Everhard Vissers is not Magellan. A successful businessman, originally from Holland and now living in Switzerland, he has nothing to prove to anyone. He is also a man who greatly appreciates fine watches (even though he finds current models much too traditional for his taste). More than fifteen years ago, Vissers began dreaming about a new kind of watch that he would call the '1521'. This new timekeeper by Magellan Watch, would take on the shape of a hemisphere, a half-globe, that would be unlike any other in the marketplace.

Numerous challenges

Realizing his dream, however, meant he had to overcome many obstacles, beginning with the scorn and scepticism that he encountered as an amateur in a country of professional watchmakers. To most, his ideas seemed totally unrealistic and better left in the realm of 'far-fetched dreams'. Vissers remained undeterred and, defying

the established 'standards' of prestige watchmaking, he succeeded in creating a surprisingly innovative timekeeper. Inspired by a ship's compass, the hand-polished sapphire crystal is totally spherical, translucent and nearly invisible. It is also probably the most expensive watch glass in the world. The dial is in the form of the northern hemisphere and represents an ancient globe of the world. The curved hands assume the shape of the globe. There is no bezel and the crown is completely integrated into the case. A special 24-hour solar hand indicates the position of the sun above the earth at any given moment.

Haut de gamme specifications

With the 1521, Everhard Vissers has demonstrated that luxury watchmaking and innovative forms are not incompatible. With the assistance of the design studio, DMC Consulting SA directed by Jean-François Ruchonnet, he has paid careful attention to the slightest detail of his new creation. The case, the clasp, the caseback and the crown are all made of 18K yellow, white or rose gold. The case, measuring 43 mm in diameter and 19 mm in thickness, encloses an automatic ETA 2893 movement. The hour and gradient markers appear on a background of mother-of-pearl. The back of the case is decorated with a fine engraving of the planisphere. The solar hand can be adjusted separately using the crown that is discretely incorporated into the case. The entire ensemble is water-resistant to 3 ATM or 30 metres.



Rarity and selectivity

On sale for a retail price of 14,800 Swiss francs (before tax), the 1521 is currently in its introductory phase. Due to its complex nature, quantities are necessarily limited. The first series of 100 numbered pieces is ready, and will soon be followed by a second series of 150 pieces that will also be numbered. Magellan is currently developing another collection for the southern hemisphere. This particular timepiece requires a special complication that allows the solar hand to turn anti-clockwise. A ladies' model is also under consideration.

The introductory phase allows Magellan to test the response of the various markets. For now, the brand distributes directly its own production in Europe. The watches are already on sale in Switzerland, Belgium and Holland. In the Middle East and the Caribbean, the 1521 is handled by the brand's agents. Discussions are underway for distribution in Japan and the United States.

Good sailing Magellan! ◀

