

PRESS RELEASE
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Typically atypical



**Junghans re-interprets the classic:
max bill Automatic Bauhaus**

At Junghans, the time is timeless. Since the 1950s, this traditional brand from Germany's Black Forest has also made watches that represent the purist aesthetic and Bauhaus-based concept of architect, artist, and designer Max Bill (1908-1994). With the new max bill Automatic Bauhaus in black, Junghans interprets a classic watch in a new, modern look without touching the clean base concept conceived by the Bauhaus disciple. This new watch is a typical Max Bill, but still completely different.

Modern Understatement.

When a social engagement demands reserved elegance, women often choose to wear the famed "little black dress," while men might don a tuxedo. This attire imparts genuine seriousness, and the non-colors black and white emphasize shape while simultaneously not distracting from substance. For this reason, black, white, and the grey hues found between them are entirely characteristic of Bauhaus.

Beholden to Bauhaus.

A splash of color may however come into play. This shows up in wardrobes in subtle accessories of color, in Bauhaus architecture in the red door showing the visitor where to enter, and the new Max Bill. This watch's appearance is characterized by a black PVD-coated stainless steel case and a matte black dial with steel-grey hour markers. The hands subtly accentuate the design with their luminous red paint. The printing under the crystal covering the case back also proudly demonstrates this watch's affiliation with the Bauhaus line, while a partial view of the movement is afforded through the transparent case back designed to resemble a Bauhaus structure.



Functional in every detail.

So that the time is always displayed in the same way it flies, Junghans has outfitted this watch with Caliber J800.1. It boasts a power reserve of 38 hours upon full winding – and if it is worn regularly, the automatic rotor ensures that it will never stand still. The fine shape of the crystal, the velvety touch of the case, and the glove-worthy feel of the leather strap create such a high degree of comfort that the wearer will never want to take it off anyway.

The case is water-resistant to 5 bar, and the PVD coating and the antireflective crystal protected by hard coating make the Max Bill as hard as a rock: despite its purist design, this is through and through a watch to be worn every day. And that is also part of the Bauhaus concept, which doesn't only focus on timeless design but also functionality and practical use in everyday situations. Max Bill would have loved this watch as it fulfills very precisely his postulate that a watch "should be as far away as possible from any trend" and "as timeless as possible without forgetting the time."

max bill Automatic Bauhaus Features



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- Calibre:** Self-winding movement J800.1 with a power reserve of up to 38 hours, date display
- Case:** stainless steel, black PVD-coated
Ø 38.0 mm, height 10,0 mm, 4-times screwed glass case back with partial transparent Bauhaus motif
- Glass:** domed sapphire crystal with anti-reflection coating on both sides
- Dial:** matt black, luminous dots with environmentally friendly luminous sub-stance
- Hands:** black, hour and minute hands with environmentally friendly luminous sub-stance in red, second hand with red tip
- Strap:** leather strap with black PVD-coated stainless steel buckle
- Water-resistance:** up to 5 bar

