

PRESS RELEASE
April 2018

Junghans receives Red Dot Award for high design quality



reddot award 2018
winner



Watch design at Junghans stands for constructive clarity and aesthetic perfection. This is also reflected in the timepieces of the Junghans max bill line, the design of which is based on a collaboration with the Swiss artist Max Bill. The latest version of the design classic, manufactured almost unchanged to this day, succeeded in winning over the Red Dot jury this year: the Junghans max bill Automatic received an award in 2018 for its outstanding design. Over 6,300 products submitted by various manufacturers were assessed by an international jury of experts in an evaluation process. As prize winner, in future the Junghans max bill Automatic will also be displayed in the Red Dot Design Museum – the largest museum for contemporary design.

The Junghans max bill Automatic model in soft gold, a new development in 2018, is a restrained interpretation of the original design of 1961, when Max Bill created a new watch line for Junghans. Discreet grey and gold hues underscore the minimalist design of the timepiece, the soft gold-coloured case places the focus on the most important aspect: time itself. The dial is concise and features a clear layout – the grey strap highlights the influence of the Bauhaus and enables the design to feature prominently.



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Junghans – The German watch

Junghans was founded in the Black Forest town of Schramberg in 1861. Over 150 years of expertise in precision and design is reflected in memorable milestones: In 1903 Junghans was the largest watch manufacturer in the world, with over 3,000 employees. The development of precision movements made the company the largest German manufacturer of chronometers in 1951 and the third largest worldwide in 1956. In 1972 Junghans was the official timekeeper of the Olympic Games in Munich, setting new standards in timekeeping. After an eventful and turbulent company history, the Schramberg entrepreneurs Dr. Hans-Jochem and Hannes Steim became the new owners of the venerable company in 2009. Each watch is produced in Schramberg with great attention to detail, technological expertise and high standards of design and quality. The collection comprises charismatic timepieces: The Meister watches, which have been produced since the 1930s, reflect the history and present of the company. In 1956 Max Bill designed watches that have become absolute classics. Distinguished by the Bauhaus philosophy, they are still produced today in nearly unchanged form. Junghans set new standards in 1990 with the invention of the radio-controlled wristwatch – a technology that is still used today, in combination with environmentally-friendly solar power. A wide variety of technology as unique as the watches bearing the star.