

BOHEMATIC

GOOD TIME



Watchmaking enjoys a long tradition in the Czech lands and it did not happen by accident. It is a craft which combines art and design and the application of precision engineering. Czech industry achieved international fame in the 18th Century when the country was part of Austria-Hungary and it built on it further after the independent Czechoslovak state was founded in 1918.

Today, Czech design, typography and precision engineering are again enjoying the reputation they deserve. And these are very good times for the watchmaking sector. Our team comprises an enlightened investor and several first-class designers and watchmakers. We began producing our unique BOHEMATIC watches in Nové Město nad Metují where we want the design and technology of the twenty-first century to firmly stand on the best design and technology traditions of the past.

It all started with a meeting between the investor Josef Zajíček and the designers Michal Froněk and Jan Němeček of the renowned Olgoj Chorchoj Prague design studio. It soon transpired that all three shared a passion for technology, craftsmanship, and old racing cars. This gave rise to a project that aims to restore Czech watchmaking to its rightful place. The result is BOHEMATIC – a concept of watches built on excellent precision manufacturing and timeless design.



Graphic Sutnar

The first timepiece in the GRAPHIC series is a celebration of the best of Czech graphic design past and present and it pays tribute to the avant-garde designer Ladislav Sutnar. He attained global fame and his work represents a major contribution to modern visual communication, design, and typography.

Starting the GRAPHIC series with a model dedicated to Sutnar resonates with the spirit of this line.



GRAPHIC SUTNAR

PRODUCT DETAILS

design: Olgoj Chorchoj Studio
movement: mechanical (hand-wound)
caliber: Eterna 3909M (Swiss Made)
power reserve: 65 hours
case: stainless steel, blasted, black PVD
dimensions: diameter 42 mm, height 12 mm
water resistance: 5 ATM (swimming)
weight: 83 grams
glass: sapphire crystal – antireflective
dial: raised indices (Super-LumiNova)
hands: machined (Super-LumiNova)
strap: hand-sewn leather (20/18 mm)
clasp: deployant (18 mm)



WALRUS SILVER



TAPIIR WHITE



ELEPHANT BLUE



RHINO BLACK



CAMEL ARDOISE



“GOOD VISUAL DESIGN
MUST ENLIGHTEN AND TEACH PEOPLE
TO APPRECIATE QUALITY.”



APOSTLE OF THE INFO AGE — born in Plzeň in 1897, Ladislav Sutnar is one of the leading figures of Czech interwar design who later played a key role in the development of American and global decorative arts and graphic design. It is hard to find an area of applied arts in which he didn't achieve success or break new ground.

TYPOGRAPHY The font used on the dial and the date wheel of the GRAPHIC SUTNAR model references the typography designed by Sutnar in 1958 for house signs in the Bronx, NYC. Our font is a slightly upgraded version of the original. It retains all the typical attributes of Sutnar's original 'industrial' approach.

5 15 35 45
ABCastle Hill

GRAPHIC DESIGN Sutnar's work in graphic design is characterised by the use of stark contrast, clean division of information and conceptual approach. Typical features of his work include diagonal composition, decorative functional symbols, geometric shapes and modern typography.



TOYS Toys were one of Sutnar's first forays into the world of decorative arts. He tried his hand at them during his studies at the School of Decorative Arts in Prague. He designed toys intermittently in the second half of the 1920s and crowned his efforts in 1930 by designing the now iconic group of toy animals for an exhibition held at the Museum of Decorative Arts in Prague. He always understood the toys' educational dimension – the role they can play in the development of children's creativity, imagination, dexterity and intellect.

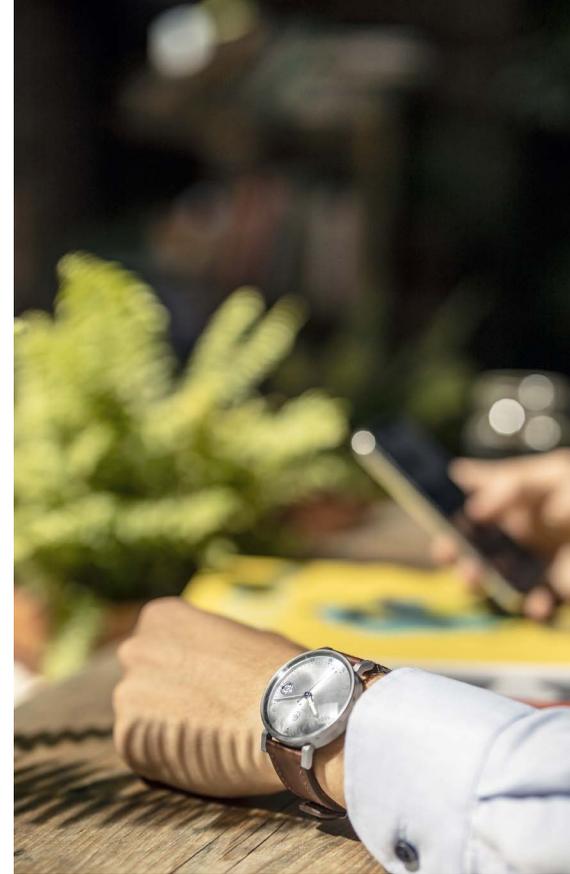


DECORATIVE ARTS Sutnar's designs of household objects greatly contributed to the modernisation of Czechoslovak kitchens and dining rooms. This round teapot, part of a large set of tableware, is considered one of the best examples of his modernist approach.

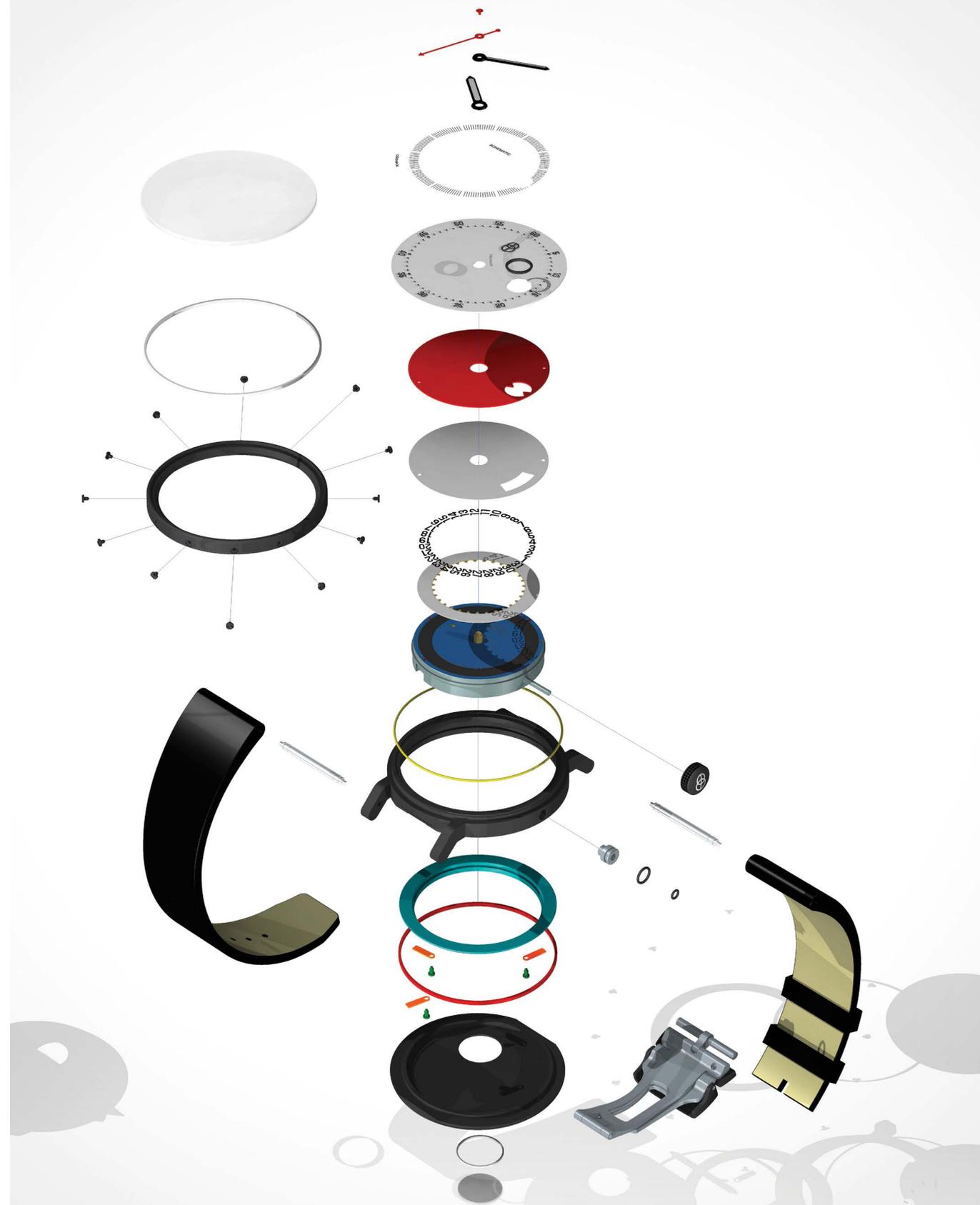
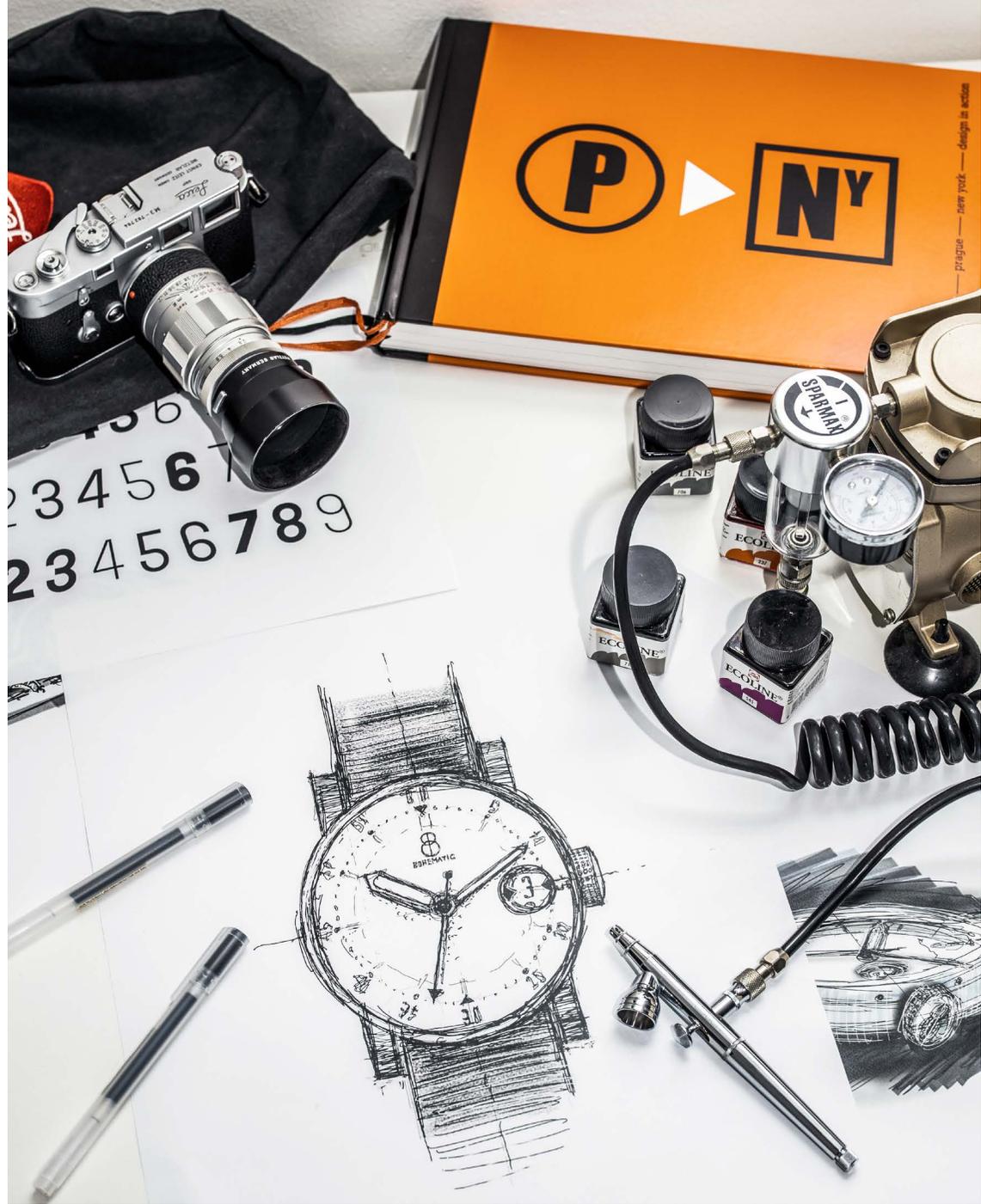




The dominant feature of the watch is a large dial with raised indices, complemented by a discreet case with unobtrusive lugs. The details of the dial, the shape of the hands and the design of the crown echo typical aspects of Sutnar's work, based on the rigorous application of geometric patterns and elegant modernist typography. Given the formal style of this watch, we opted for a hand-wound mechanical movement. The small aperture at the four o'clock position on the back of the watch provides a view of the balance spring. The hand-sewn leather strap is beautifully outlined by perfect stitching.



FROM SKETCH PAD TO PRODUCTION



Aero Minor



The AERO MINOR model pays tribute to the legendary Czech Aero Minor Sport car, winner of its class in the legendary 24 Hours of Le Mans race in 1949.

Numerous details link the watch visually to this hugely successful racing vehicle.



The Aero Minor Sport car at the Strahov stadium in Prague in 1956.
(photo: Vilém Heckel)

AERO MINOR



LE MANS BLUE

PRODUCT DETAILS

design: Olgoj Chorchoj Studio
movement: mechanical – automatic
caliber: La Joux-Perret/Bohematic 8120 (Swiss Made)
power reserve: 55 hours
case: titanium, blasted
dimensions: diameter 44 mm, height 15 mm
water resistance: 10 ATM (swimming)
weight: 71 grams
glass: sapphire crystal (antireflective)
dial: perforated (Super-LumiNova)
hands: machined (Super-LumiNova)
strap: hand-sewn leather (22/18 mm)
clasp: pin buckle (18 mm)



MONACO BLACK



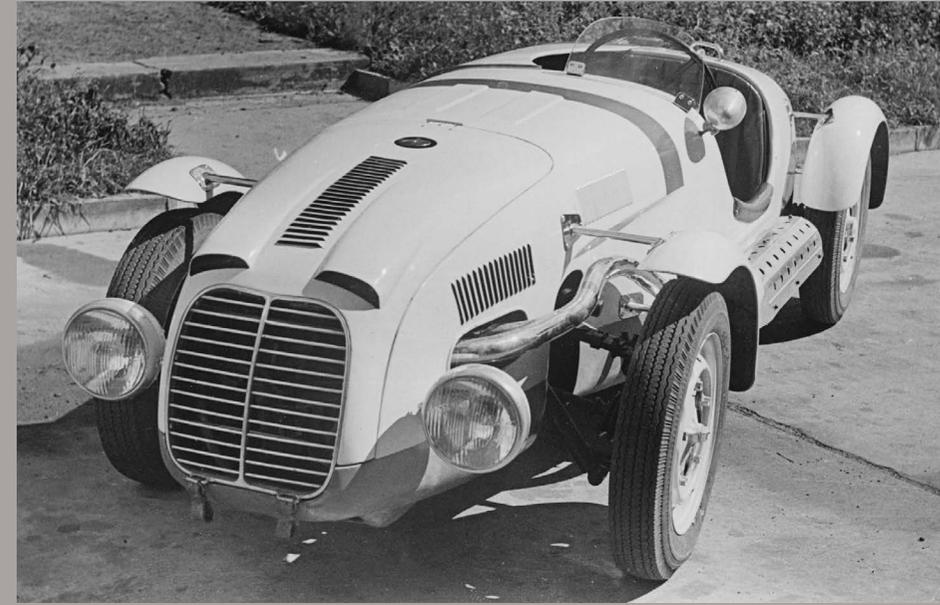
INDY SUNBURN



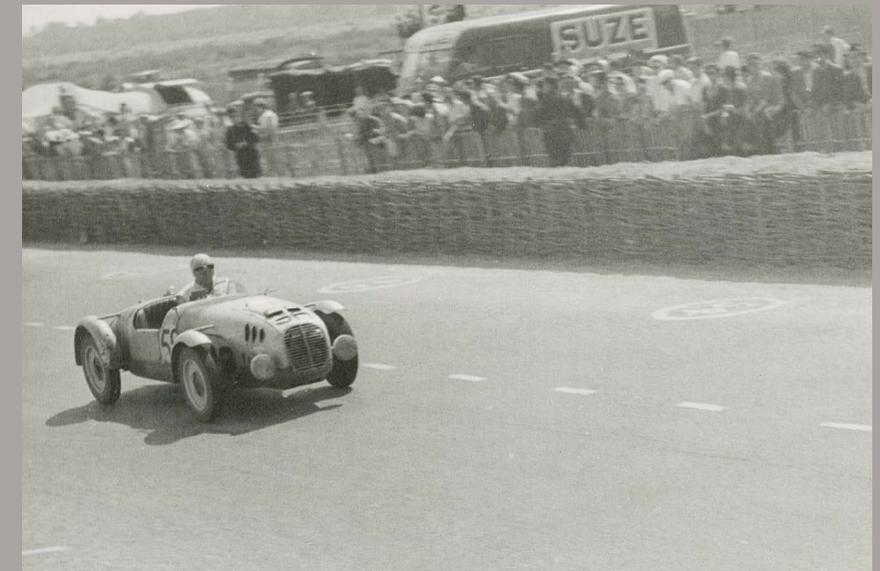
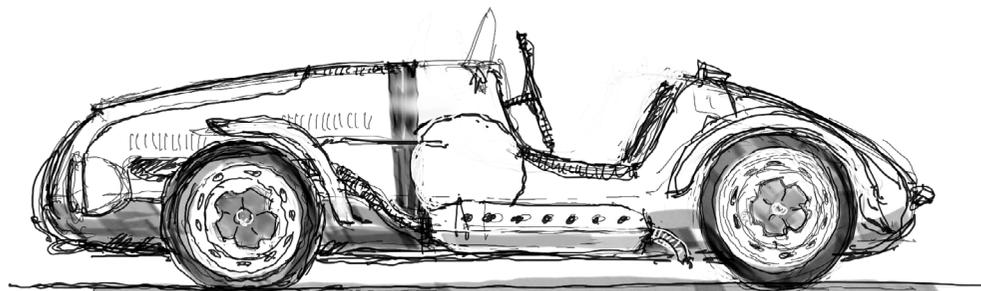
SPA GREY

Aero Minor Sport car

The racing version named simply Sport was created in 1949 on the shortened chassis of the existing Aero Minor II model which was a four-seater family car. Two prototypes were produced, designed specifically for the legendary Le Mans race where they ran in the 750cc category with spectacular results.



Powered by a straight-twin 744-cc engine, the duralumin cigar-shaped car puts out 28 hp at 4,500 rpm. With a full 50 litre tank of petrol, placed behind the driver's seat, it weighs 455 kilograms.



Drivers Otto Krattner and František Šutnar raced under the number 58 in the 24 Hours of Le Mans race. With the performance co-efficient factored in they came second only after the winning twelve-cylinder Ferrari. The 2,391 kilometres they covered and the average speed of 99.664 km per hour were the absolute best performance in their class.



The lightweight titanium case features ergonomically shaped lugs and a rotating bezel with inset luminescent markings. The dial, perforated by 2200 tiny holes affords a veiled view of the partially skeletonised caliber. The two distinctive, lightly brushed subdials of the watch's chronograph functions are surface-set while the petite-seconde third one is intentionally subdued. The skeletonised date wheel showing under the perforated dial and the luminescent date window which greatly helps legibility in lower light conditions add a beautiful, yet functional detail. Rounding up the busy face is the perfectly clean minute scale with slightly raised Super-LumiNova indices.



The Swiss made automatic mechanical caliber La Joux-Perret 8120 beating inside the AERO MINOR has been customised to fit the needs of this model. This chronograph caliber with a column wheel features a rare complication called flyback — a function that allows to stop and reset the stopwatch with a single push of a button. The inspiration for including this complication came from the idea of measuring the circuit laps in Le Mans or the competition segments in TSD rallies.



Another link between the AERO MINOR SPORT car and our watch is the shape of the rotor which echoes the inner outline of the car's wheel. The skeletonised bridges of the caliber and the perforated dial also play on an automotive note.

Mechanical chronograph is a watchmaker's master degree.



The crown mimics the look of a cog in the gearbox.

FROM SKETCH PAD TO PRODUCTION





PERSONALISATION

LEVEL ONE — CHOOSE AND MIX

The outward appearance of our watches can vary depending on the choice of several important components. We present each watch in a combination of components we believe suits it best but we give you the freedom to choose and mix the components the way you want. For this purpose, we created an on-line configurator where you can try various combinations of a number of components.



LEVEL TWO — PERSONALISATION OF EXISTING PARTS

On this level, we offer you alterations of ready-made parts using a wide range of decorative techniques and combinations thereof. The options are many and the result can be a highly personalised, unique Bohematic watch. The individual parts of your watch can be personalised using the following techniques:



CASE, CASE BACK, CROWN, STRAP CLASP

etching, engraving (superficial or deep), hand engraving, decorating with ceramic composites, application of luminescent paint, cutting, blasting, polishing

STRAP

your choice of colour and stitching depending on what the material of your choice allows (leather, rubber, fabric)

CRYSTAL

printing of graphic designs

DATE WHEEL

printing of graphic designs, painting in gloss or matt lacquers in your choice of colour, metal plating

HANDS

painting in gloss or matt lacquers in your choice of colour, cutting, polishing, blasting, metal plating, application of luminescent paint

DIAL

printing of graphic designs, painting in gloss or matt lacquers in your choice of colour, metal plating, cutting, blasting, polishing, application of luminescent paint

MOVEMENT

etching, engraving, hand engraving, decoration with colourful ceramic composites and resins, metal plating, cutting, blasting, polishing

LEVEL THREE — CUSTOM PARTS

On this level, we will personalise your watch by making a custom part exclusively for you. We will try our best to make it an enjoyable collaboration process involving you and our designers. The range of options is very wide and the list below is for general guidance only..

- YOUR INITIALS, A LOGO, AN ORNAMENT OR A 2D MINIATURE OF AN OBJECT ON THE SECOND HAND
- SETTING OF GEMSTONES OR OTHER OBJECTS INTO THE CROWN
- ALTERATION OF THE HUB OF THE SECONDS HAND
- ALTERATION OF THE PERFORATION PATTERN ON THE DIAL (AERO MINOR)
- CUSTOM-DESIGNED STRAP



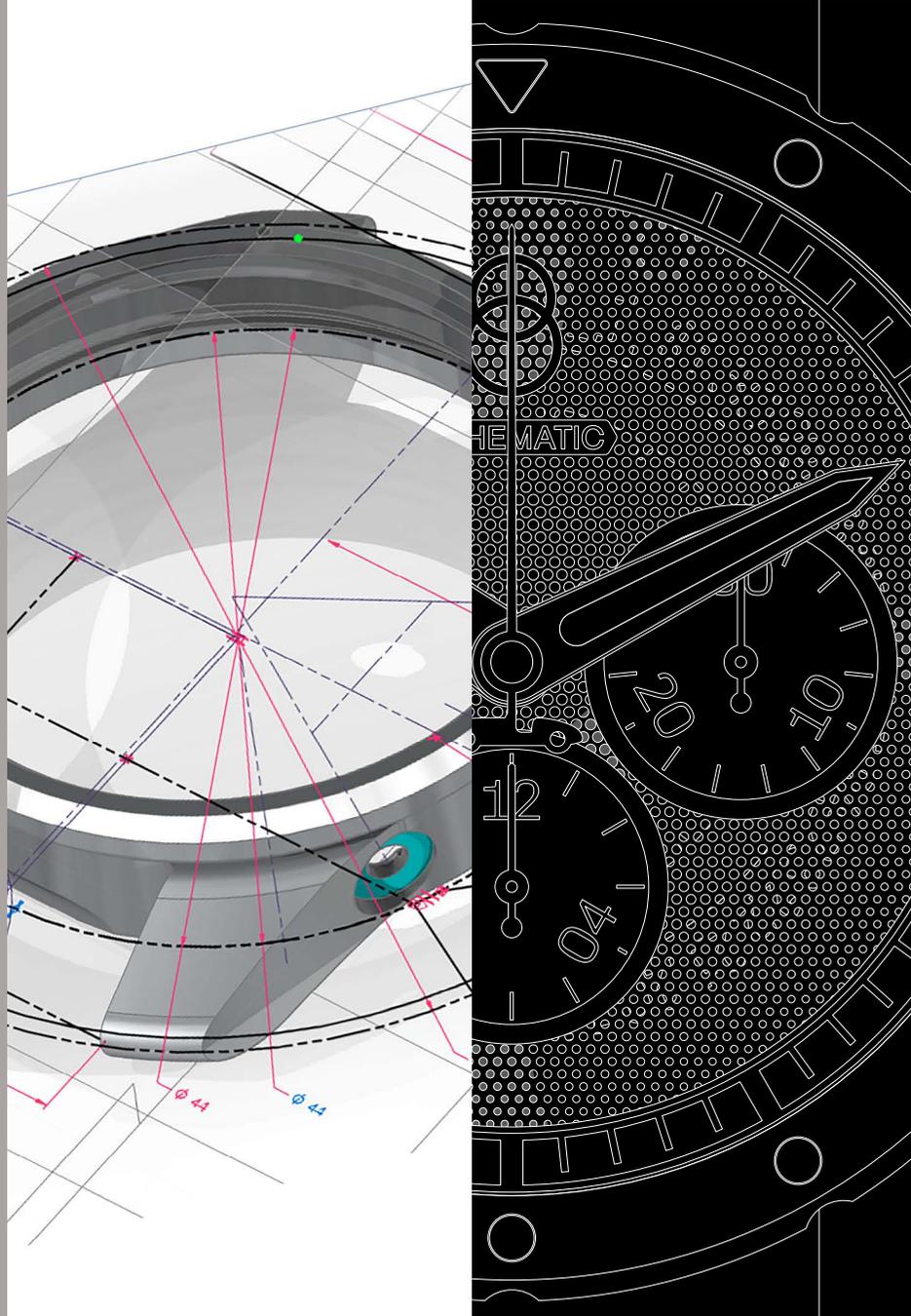
LEVEL FOUR — CUSTOM MATERIALS

In addition to all the previous options we can make the case and/or other parts of your watch of precious metals or other exceptional materials, technology permitting. We can also set the case and other components of it with stones or decorate it using various goldsmith techniques. The resulting timepiece will not only be highly personalised but it will carry the added value of the materials used.



LEVEL FIVE — BESPOKE WATCH

On this highest level of personalisation, we can offer you a watch which will be designed and made for you from start to finish. In collaboration with our watchmakers and designers, you will experience and, hopefully, enjoy being part of the whole creative process. The only limiting factors are technical possibilities and imagination.



HOW WE MAKE OUR WATCHES



MECHANICAL MOVEMENT

When designing a new watch we have to define the functions and complications of the movement in line with the model's character. Working with our Swiss partners we design a movement which is made specifically for each model. For instance, the caliber made for the Minor model has uniquely skeletonised bridges, a custom-designed rotor and a skeletonised date wheel which is made in collaboration with Czech producers and decorated by our watchmakers. The movements can be personalised further according to your wishes.

CASE, CASE BACK AND BEZEL

The parts that give our watches their appearance are designed in-house from scratch. It is a multistep process starting from an idea to a series of sketches, 3D models and 2D production drawings. The parts are machined out of European origin materials in Switzerland and finished by hand by us in our workshop. We employ a range of surface finishes to achieve the ideal look for each model. These include polishing, burnishing, brushing and various methods of

blasting that produce different shades and characters of sheen. The technologies can be combined for stunning results. In some cases, we also use electroplating or electroforming to alter the colour or the mechanical qualities of the surface. And on top of all that we offer a wide range of decorative techniques to personalise these principal components of your watch giving you the opportunity to wear a truly unique timepiece on your wrist.



DIAL

Technologically, the dial is a very demanding part to make. The starting point is making a perfect master which is then multiplied through a process called electrodeposition. You can imagine the process like "growing" dials in the image of the master. And that's just the beginning. A number of decorative and finishing techniques follow — metal plating, attaching indices, printing designs to name just a few. There are easier ways of making dials but none of them offers as many finish options as this one. Liss a.s. — the company that makes the dials for us — has years of experience in the field.



CRYSTAL

The spherical crystals of our watches are made of sapphire. Their shape plays an important part in the overall appearance of the watch and our designers pay them a lot of attention. They are made in Switzerland and their back is coated with a thin layer of antireflective material. The reason why we use sapphire crystals is simple — they are very hard and therefore virtually scratch-proof. The most popular method of personalising the crystal of your watch is printing.



HOUR AND MINUTE HANDS

The hands of Bohematic watches are machined and that enables us to combine various finishes such as polished edges and brushed or blasted surfaces. The final electroplating of the hands preserves the structure of the surface and adds an extra dimension to their appearance.

Finishing the hands often involves another step — the application of luminescent material.

This decoration, which has both an aesthetic as well as functional purpose, is done under a microscope by a special pen. The most important part of the process, however, is a precise and steady hand of an experienced watchmaker.



SWEEP SECONDS HAND

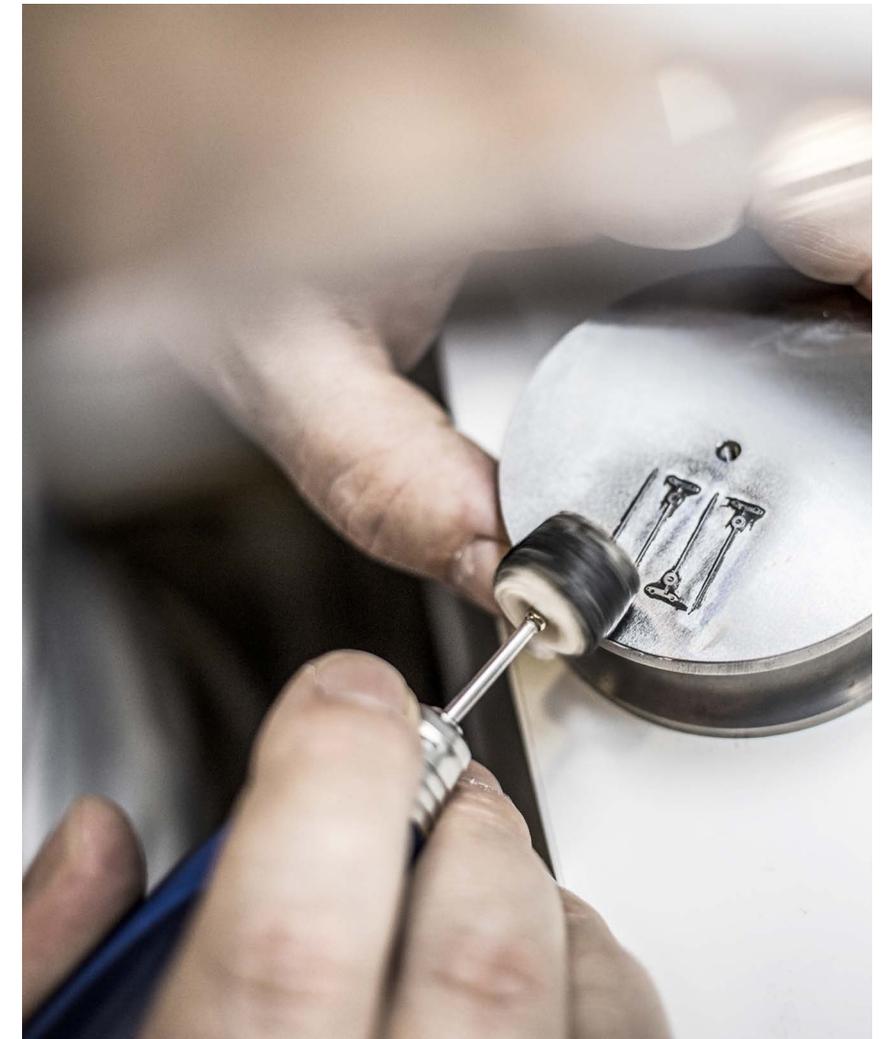
The central seconds hand is not the most important time indicator on any watch but we see it as one of the most attractive details. We pay it the utmost attention — from the original design to the technical drawings and the finishing of it by hand. It is a very demanding job for a watchmaker to achieve a mirror finish on such a minuscule object.

To give the seconds hand the beautiful metallic blue shade, it is heat treated in

a process called annealing.

The important trick of the trade is an even distribution of heat. Differences in the order of single degrees may spoil the final result. Bohematic customers who like the seconds hand as much as we do often have it personalised by adding their initials or a miniature of a dear object. When this happens, we enjoy the making of it even more.

And if you prefer your seconds hand in red we'll be happy to oblige.





CAP

The cap that holds the seconds hand on the shaft is machined first and then finished by hand. We can finish the surface by mirror polishing, straight or pattern brushing and a range of blasting techniques. The techniques can be combined to achieve a very attractive result. The last step in the process is electroplating which adds the right shade while preserving the surface structure. The cap can also be painted in gloss or matt paints which is the preferred option for those who want their watch to show their favourite colour. It might seem excessive to devote so much attention to such a tiny part but the result can be stunning and well worth the effort.

In watchmaking the crown is the proverbial cherry on the cake...



CROWN

The crown is the proverbial cherry on the cake and we pay a lot of attention to it. From the original design to its finishing we give it a lot of time and thought. Like the other parts, it is machined by our production partner and then finished in our workshop. The crown can be decorated using all the previously described finishing methods. Custom decoration of the crown is one of the most popular personalisation options.





CLASP

Even our clasps are original and – like all other visible parts of the watch – they are finished in our workshop. They carry our logo or name but there is room to add a personal touch such as your name, initials, date or an ornament.

STRAP

A Bohematic watch and hand-sewn leather strap made by SimaPrague go literally hand in hand. Thanks to our collaboration with this leading producer our designers can be sure that their ideas will materialise without compromises. The greatest advantage of hand made straps is the customisation of colours, shapes, lengths and stitching details.





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