



ROBOT - CZECH WATCHES

Dear watch connoisseurs.

ROBOT is a mechanical watch whose idea originates in the Czech Republic. Just like the world-famous expression "robot" and the finest artefact of horology, the famous Prague Astronomical Clock, come from this country in the heart of Europe.

Watches and robots

It is not well known, but robots and watchmaking have been close for centuries. The first predecessors of robots were the so-called automatons – machines imitating various activities of people or animals, which were then used to entertain monarchs and nobility. Their mechanics were often designed by skilled watchmakers. And it wasn't just about fun moving toys – many of the inventions in the field of watch mechanics were later applied during the industrial revolution or in modern machine and robotic production as we know it today.

Czech robot

Elon Musk might be very surprised, but the word ROBOT was first used by the Czech writer Karel Čapek more than 100 years ago and was associated with hard work. In his play R.U.R., he addressed the question of what our world might look like in the future if we created robots as soulless machines to help us. Over the years, the word has spread throughout the world and became globally known. And today we see what possibilities man has actually created in the field of robotics. Fiction became reality. Robots make our lives easier in many areas of our daily lives. They help us enjoy our time.

A passion for technology and handwork

That is also why the Czech entrepreneur Josef Zajíček chose the name ROBOT for the watch brand when, together with an experienced team of designers and watchmakers, he was looking for a name for a Czech watch manufacture. Initially, it operated under the name Bohematic before expanding abroad and changing its name to ROBOT due to the similar name of another watch collection. Josef Zajíček started his own business in his youth and built his own company, which is still successful in the automotive industry today. He knew robots from this industry very well, then he found an interest in the art of watchmaking over time and discovered its tradition in the Czech Republic.

"Čapek's vision of how robots could make our lives easier so we don't lose time for beautiful things is also symbolic for our watch brand," says Josef Zajíček. "People today have to use their time efficiently. The preciousness and value of time are also reflected in the noble materials that have been used in watchmaking since ancient times and in the mechanisms that are made to last for centuries. The famous Astronomical Clock in Prague is the best example of this."

Passion for technology, handwork and craftsmanship are present every day in our manufacture in Nové Město nad Metují. In small series, attractive mechanical watches are created here with a high proportion of handwork and with high-quality Swiss movements, modified and decorated according to our requirements. Distinctive design and precise fine watchmaking, that is a ROBOT watch.

A watch that makes you enjoy your time better.

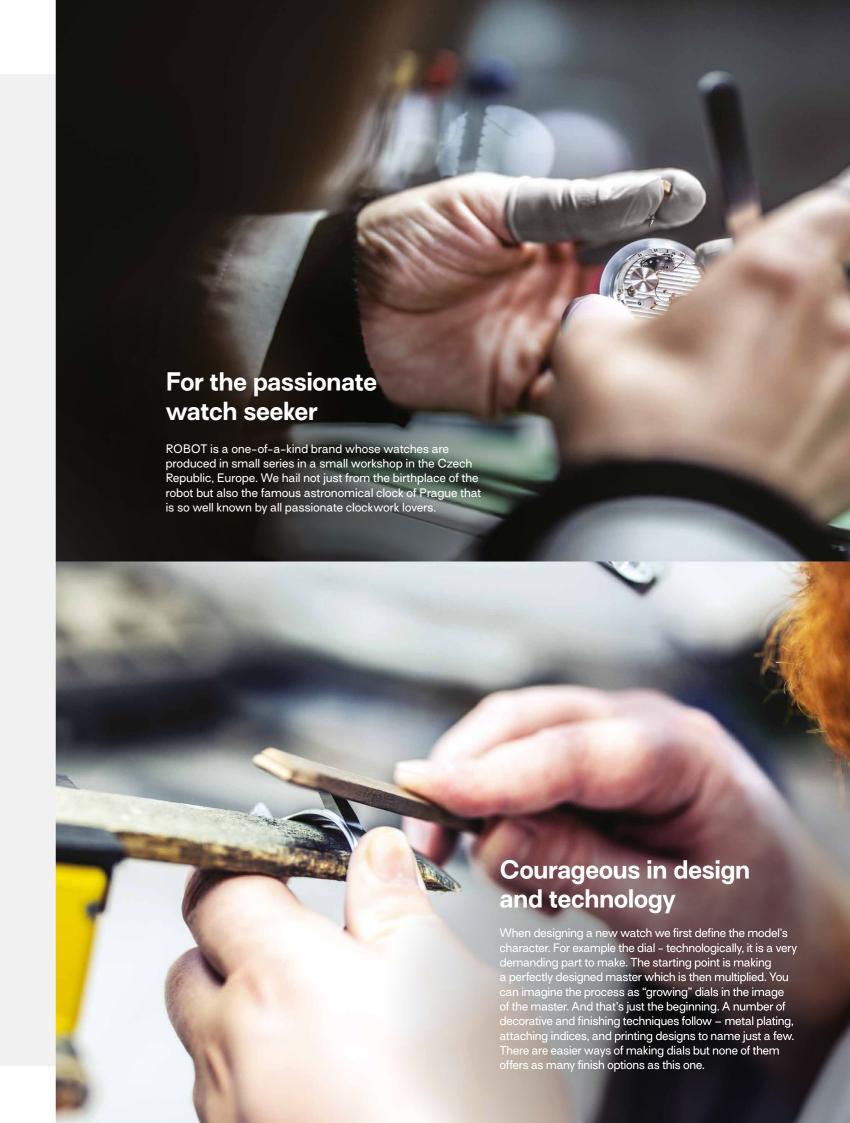


HAND MADE WATCHES

Watchmaking enjoys a long tradition in Bohemia and it did not happen by accident. The industrial development of this part of the world in the nineteenth and early twentieth centuries was conducive to the flourishing of many areas of technical progress.

Watchmaking is a craft which combines art and design and the application of precision engineering. Czech industry achieved international fame during the Austro-Hungarian Empire and the newly established Czechoslovak state. Fortunately, a lot of the knowledge and expertise survived the following half a century of decline under the communist regime. Today, decades after the fall of communism, 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 of an enlightened investor and several first-class designers and watchmakers. We began producing our unique ROBOT 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 design studio based in the Libeň neighbourhood of Prague. It soon transpired that all three shared a passion for technology, craftsmanship, and old racing cars. This gave rise to a project that would restore Czech watchmaking to its rightful place. The result is ROBOT - a concept of watches built on excellent precision manufacturing and timeless design. Our watches are manufactured in small runs mainly by hand. They come with an exceptional 5+3 year warranty.





APLOS

The elegant ROBOT Aplos model pays homage to the beauty of simplicity.

Aplos opens a new chapter for ROBOT watches by Bohematic since it is the first model that writes its own story from the word go. Following on the back of Graphic, Minor and Aerodynamic – models that drew on powerful 20th Century stories from Czechoslovakia – Aplos brings a moment of calm into the brand's portfolio. Imagine a racing car driver going to a yoga class. The ambition was to design a watch that will keep its foot off the gas. Its strength will lie in simple geometry underscored by perfect proportions and subtle details.

The virtues of simplicity had been extolled already more than 300 years BC by the Greek philosopher Plato who writes in his work Republic: "Beauty of style and harmony and grace and good rhythm depend on simplicity."

And the Greek word for simple is Aplos.

The gently tapering stainless steel case with architecturally shaped lugs gives the Aplos optical subtlety and proudly shows that it was made using the most advanced metal machining methods. The bold crown balances perfectly on the thin line between a jewel and a cog.

The defining feature of the watch, however, is its face – the dial and the hands. The graphic layout of the dial is governed by the elongated polished hour indices that rise slightly above the surface. The long thin hands point to the indices from underneath the seconds hand whose stirring spoon silhouette is one of the strongest features of this model.

The movement inside the Aplos is an automatic caliber customised by our Swiss partner La Joux-Perret. Its sixty-eight-hour power reserve will enable the wearer to take the watch off for the whole weekend. The caliber is fitted with twenty-four jewels, it features heat blued screws and its rotor and bridge are decorated with Geneva stripes. The balance wheel is positioned at the sixth hour and can be seen through an aperture in the case back.





MODEL APLOS

MOVEMENT Mechanical - Manual

CALIBER Swiss made - ROBOT Aplos / La Joux-Perret - G100

POWER RESERVE 68 Hours
WATER RESISTANCE 5 ATM

CASE Polished stainless steel, Diameter: 39,4 mm, Thickness: 10,3mm

GLASS Sapphire Crystal - Antireflective

HANDS Polished

STRAP Easily changeable strap – leather – 20/18 mm, Length 120/80 mm

CLASP Pin Buckle – 18 mm, polished



MINOR

The sporty ROBOT MINOR chronograph pays homage to the famous Czech racing car Aero Minor Sport which came first in its category at the 24 Hours of Le Mans race in 1949. You can still see this legend of Czech motorsport on racing circuits or at vintage vehicle shows today.

The visually robust watch (44 mm) is very light and easy to wear thanks to its titanium case. The dial perforated with 3462 pinholes offering a partial view of the La Joux-Perret movement is only one of the unique features of this chronograph. The

layout of the dial and the hands evoke dashboard instruments, gear cog grooves decorate the crown and the rotor echoes the geometry of a wheel. Adding the finishing touch is the hand-stitched leather strap made by the Sima Prague studio.



AERO MINOR SPORT RACE CAR

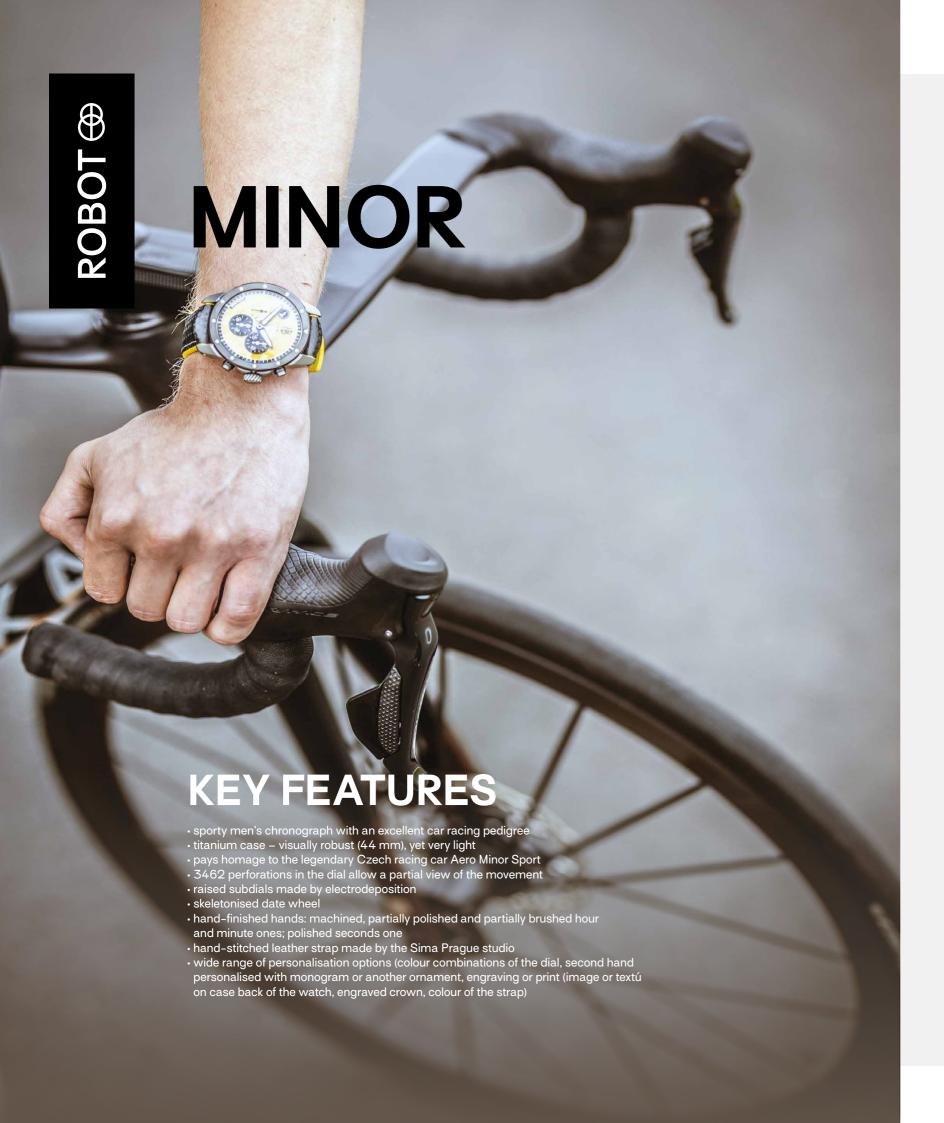
A racing car named simply Sport was created in 1949 on the shortened chassis of the existing Aero Minor II model. Two prototypes were produced, designed specifically for the legendary Le Mans race where they ran in the 750cc category with spectacular results.

Drivers Otto Krattner and František Sutnar raced under the number 58. With the performance co-efficient factored in they came second 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.

As the new communist government was getting an everfirmer grip on the society, the successful racers were not allowed to participate in the 1950 race. The authorities initially attempted to recruit them as spies and when they refused they were charged with treason and sentenced to long prison terms. Sutnar was released in 1963. He emigrated to Switzerland where he died in 1992. Krattner died in Czechoslovakia in 1979.

In 2018, the Le Mans Redux Company was founded to promote the Czechoslovak industry and design. The co-founders are Josef Zajíček, Michal Froněk and Jan Němeček. The company acquired an original Aero Minor Sport car, renovated it and returned it to the racing circuit. The ultimate goal of the project was the vehicle's participation in the Le Mans Classic race in 2022 which it completed successfully.











LE MANS BLUE



MONACO BLACK

BUCKLE



SPA GREY

MODEL MINOR MOVEMENT self-winding mechanical CALIBER ROBOT MINOR / La Joux-Perret - Swiss Made POWER RESERVE 55 hours WATER RESISTANCE **FUNCTIONS** hour, minute hands; chronograph; date

CASE sandblasted titanium, diameter: 44 mm, thickness: 15 mm CRYSTAL domed antireflective sapphire

DIAL perforated, set with subdials, minute ring HANDS

machined, luminescent STRAP leather, 22/18 mm

pin, sandblasted titanium, 18 mm



GRAPHIC SUTNAR

The watch ROBOT GRAPHIC Sutnar from the Czech microbrand Bohematic pays homage to the nation's art and graphic design in general and the avant-garde artist Ladislav Sutnar in particular.

Sutnar achieved international fame and his work laid the ground for modern visual communication, design and typography. The key feature of this watch is its large dial with raised indices based on the artist's numerals designed for house numbers in the Bronx, New York, in the late 1950s. The Swissmade self-winding mechanical caliber from Bohematic's partner La Joux-Perret is set in a round

steel case. On the wrist, the watch looks just the right size despite its large diameter of 42 mm. Further features that deserve a mention are machined hands, hand-applied Super-LumiNova and especially the bezel fixed with custom screws. There are five colour versions of the dial and two finishes of the case. A hand-stitched strap from the leading leather studio Sima Prague complements the watch perfectly.



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 has attained global fame and his work represents a major contribution to contemporary visual communication, design, and typography. Launching the model with the Sutnar mark resonates with the overall philosophy of this series. 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. 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.

Born in Plzeň in 1897, Ladislav Sutnar is one of the leading figures of Czech interwar design. He 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 has not achieved success or broken new ground.

Sutnar devoted a big part of his private and professional life to teaching. His approach to graphic design was highly conceptual. Contrast, clear division of information, diagonal composition, original typography and the use of decorative functional elements and geometric forms are all typical features of his work.

"Good visual design aspires to uplift the public to an expert design level."









TAPIR WHITE





RHINO BLACK





CAMEL ARDOISE

WALRUS SILVER

MODEL GRAPHIC SUTNAR
MOVEMENT Self-winding mechanical
CALIBER La Joux-Perret – Swiss made
POWER RESERVE 65 hours

WATER RESISTANCE 5 ATM

FUNCTIONS Hour, minute, seconds hands; date

CASE Sandblasted stainless steel/black PVD, diameter: 42 mm, thickness: 12 mm

CRYSTAL Domed antireflective sapphire
DIAL Raised indices, luminescent
HANDS Machined, luminescent
STRAP Leather, 20/18 mm

BUCKLE Pin, sandblasted titanium, 18 mm





AERODYNAMIC

The ROBOT Aerodynamic model, powered by a top-quality Swiss movement with 8 days of power reserve, is an elegant watch ideal to wear with a business suit. It pays homage to the Czechoslovak Tatra 77 – the world's first aerodynamically shaped mass-produced car.

Satra

The dial features a circular ribbed motif – a typical feature on the bodywork of the first Wikov 35 Kapka and Zbrojovka Z 4 aerodynamic cars. The dial also features a "fuel gauge" – the power reserve of the handwound movement – and a small seconds subdial at the six o'clock position. Complementing the dial's

aesthetics is the long, streamlined shape of the hands. The transparent case back affords a full view of the skeletonised bridge finished with decorative brushing. The 12.2 mm thick case is perfectly complemented by a hand-stitched leather strap. The watch won in its category at the Czech Grand Design awards.



AERODYNAMIC

THE STORY IN FULL

The AERODYNAMIC series watches commemorate a historic Czech design achievement

The 1930s was a time of a huge industrial boom. One of the areas that experienced tremendous growth was the automotive industry. Cars on American and European roads and highways were nothing new by then but it was not until the early 1930s that their designers realised they had fallen behind their modern architecture and industrial design colleagues. The contrast between the clean, austere lines of functionalist buildings and cars that looked like motor-powered chariots had to come to an end. The aerodynamic age had arrived!

But streamlined shapes didn't just fall out of the sky. Well, they kind of did, actually, because aircraft and airship manufacturers had already known for some time that streamlined shapes faced less air resistance and therefore moved faster and with less energy expended. One of the pioneers of the scientific study of aerodynamics was the visionary Hungarian-born designer Paul Jaray, who began his working career at Zeppelin, where he played a central role in the search for the ideal airship shape. Jaray's Czech footprint began before World War I when he worked as an assistant at the Technical University in Prague.

In Czechoslovakia, however, the centre of aerodynamics was not Prague or any other large city, but the town of Kopřivnice in North Moravia, where the talented designer Hans Ledwinka had been working since the end of the 19th century. On the threshold of the aerodynamic age, he had already achieved

several engineering successes, especially the technical design of the automobile chassis in the form of a backbone frame with swinging half-axles and an air-cooled engine. Ledwinka invited Jaray to collaborate with him in the early 1930s and together they began to design a car for a new era. After a few prototypes, a car the world had never seen before was born: the aerodynamic Tatra T77, the first ever mass-produced car with a streamlined body. The design was introduced to the public in 1934. A period advertisement explained the advantages of the aerodynamic shape by saying that there was nothing for the "evil wind" to cling to...

The T77 was followed by T87 and T97 models before the start of World War II, and then by the popular Tatraplan after the war. The Tatra T87 was made famous by the legendary Czech travellers Hanzelka & Zikmund, who explored Africa and South America with it between 1947 and 1950.

So what was the story with the Beetle? We know that Ferdinand Porsche looked over the shoulders of Ledwinka and Jaray. He and Ledwinka even knew each other and consulted together on some of the details of their designs. There is a photograph of Ledwinka with Porsche and the famous Czech car racer Eliška Junková. Porsche's designs for the KdF-Wagen, which later assumed the name Volkswagen Beetle, clearly drew on Ledwinka and Jaray's Tatras, not only aesthetically but also structurally, as they are also built on chassis with backbone frames, swinging half-axles and rear-mounted, air-cooled engines. Tatra wanted to sue Volkswagen for design infringement but the occupation of Czechoslovakia by Nazi Germany put a stop to that. However, the original owners of the Tatra company, the Ringhoffer family, eventually got at least some justice when Volkswagen settled out of court in the 1960s. There is simply no doubt about it: Tatra got there first!





AERODYNA



- Czech design drawing inspiration from revolutionary Czech aerodynamic cars
 top-quality Swiss-made hand-wound movement with 8 days of power reserve
- custom work on the movement includes skeletonisation and decorative brushing
- elegant business suit watch thanks to its 12.2 mm thicknessunique ribbed perforation of the dial
- hand-stitched leather strap



STREAMLINE BEIGE



SILVER METALIC



BLACK NICKEL



COPPER BROWN

MOVEMENT CALIBER POWER RESERVE WATER RESISTANCE **FUNCTIONS** CASE CRYSTAL DIAL

MODEL

HANDS STRAP **BUCKLE** AERODYNAMIC

Hand-wound mechanical

ROBOT Aerodynamic / La Joux-Perret - Swiss Made

8 days (192 hours)

Hour, minute hands, small seconds; date; power reserve Sandblasted titanium, diameter: 39.4 mm, thickness: 12.2 mm

Domed antireflective sapphire

Perforated, raised indices, luminescent

Machined, luminescent Leather, 20/18 mm

Pin, sandblasted titanium, 18 mm



Minor Emerson Fittipaldi

Limited edition of 100 pieces handsigned by the racing legend.





GRAPHIC SUTNAR PUPP

Limited Edition 12 pieces





MINOR LE MANS 58

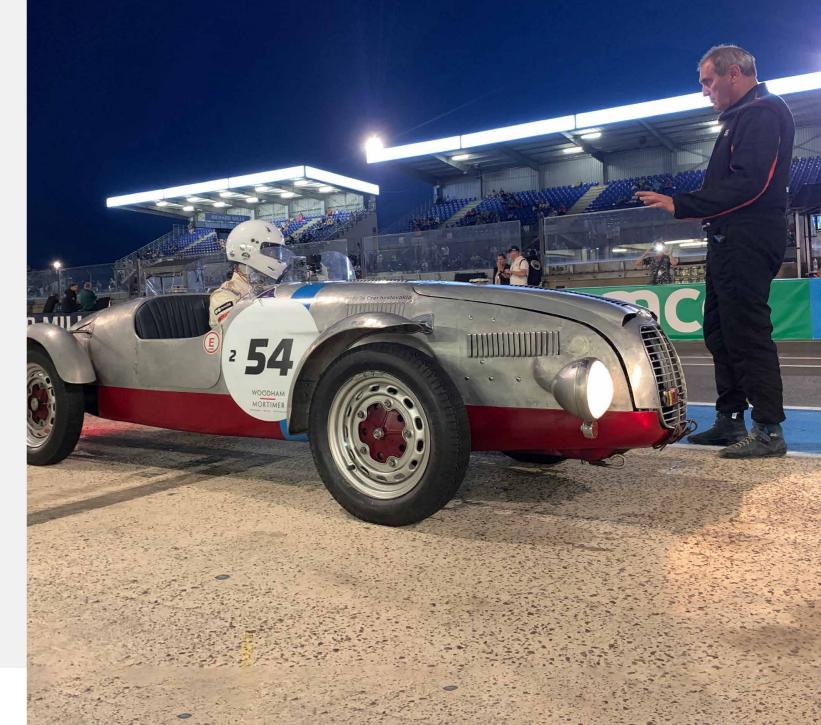
Limited Edition 12 pieces



The Aero Minor Sport car belonging to the Le Mans Redux collective is not a museum display piece. It's a fully functional racing car ready to take on other motor sport masters. In summer 2022 it made the proverbial return to the crime scene - the Le Mans circuit where it won its category in the famous 24 Hours of Le Mans in 1949. This time, however, it competed in the Le Mans Classic competition designed for vintage cars.

To commemorate this historic occasion, we decided to create a limited edition ROBOT MINOR watch inscribed "58" – the very race number with which the car achieved its historic success seventy-three years ago. The limited edition boasts several unmissable modifications. The first thing that catches the eye is the dial, which, unlike the standard perforated one, is slitted in reference to the grilles on the

front and sides of the bonnet. Rather than the side view of the Aero Minor Sport that adorns the counterweight of the standard model's second hand, the dial on the limited edition features a characteristically asymmetrical silhouette of the car in cross-section. These distinctive changes are complemented by the number 58 on the crown and the inscription on the sapphire case back.



MINOR SUPERBIKE

Limited Edition 12 pieces



This limited-edition entitled SUPERBIKE pays homage to a racing circuit event, although this time it's an exceptional performance on a motorcycle and a historic moment for the racetrack in Most, the Czech Republic.

The first weekend of August 2021 saw the first World Championship race in the forty year history of the circuit: the WorldSBK competition of superbikes. To be ale to host the event he track had to undergo a significant upgrade including resurfacing and extending safety zones and run-off areas. It was on this improved circuit that the British rider Jonathan Rea set a track

record of 1:31.996 minutes on a Kawasaki motorcycle and Pirelli tyres. The limited edition of 12 watches features the silhouette of a superbike on the seconds hand and the layout of the Most race circuit on the transparent case back. Each timepiece comes with a keyring made out of a strip of the tyre on which the record was achieved.

THE ROBOT SHOWROOM

To personally view and try on our watches, you are invited to our showroom in the heart Prague.

Our showroom is a fiendly place where we can meet you and present you the philosophy and quality of our watchmaking production. Apart from the full sortiment of the ROBOT timepieces, including limited editions, you can also buy leather accessories here or admire our wall clock, that were created in cooperation with the Moser Glassworks.

In addition to displaying the whole portfolio of watches, ROBOT now also exhibits interesting robot-themed artefacts: the first is a two-meter model of the robot "Eric", one of the first robots in the world, which was created in Britain and was named in honor of the Czech inventor Erich Roučka. He was an innovative industrialist in the 1920s and had success throughout Europe with the automatic regulator of thermal boilers, which, in agreement with Karel Čapek, bore the name E.R. ROBOT. The robot Eric has been reconstructed by the Science Museum of London.

Showroom ROBOT

Maiselova ul. 24/2 Prague 1 – Czech Republic

Opening times:

Monday - Sunday 10.00-18.00

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