

# Grimoldi

## *of the Moment*



If the tourbillon is sometimes thought of as a serious standard in watchmaking, then Giorgio Grimoldi is clearly not taking his job seriously enough. This year's Baselworld was met with the Adesso tourbillon, a bold, brash and playful design and one that's yours for less than £2K.

### Ken Kessler

At first glance, Giorgio Grimoldi's new Adesso is merely another family of watches based on a non-traditional shape or size, in keeping with the Milan-based manufacturer's twinned penchant for fashion and jewellery. But that would be to overlook its unusually clever construction, the radical choice of materials, humorous decorative details and quirky features - including what the company describes as "an original touch of design madness": a thermometer built into the side of the watch.

Boldly coloured and oversized, the Adesso shares wrist-filling dimensions and eye-catching looks with all of its predecessors, starting with the model that launched the company, the kidney-shaped Borgonovo. A massive, slightly curved rectangle, the basic Adesso polycarbonate case, common to all

variants, is assembled "like a sandwich", with case back, movement, water-resistant ring, polycarbonate dial and special polycarbonate glass stacked one above the other. They're held in place by four screws, which are then capped with 6 mm Swarovski crystals. The dial itself is secured by four large crystal-topped screws, with 10 stones embedded in the hour positions (except for 6 o'clock and 12 o'clock) to serve as luminous indices. The crown, too, is fitted with "a brilliant 6 mm diamond cut stone."

Giorgio, whose background in architecture leads him to non-horological sources for design ideas, told *QP* that "the shape of Adesso is inspired by an ice cube - made to become a modern, natural sculpture; shaped to enclose all of the mechanical pieces and to follow the anatomy of the wrist." The case-







Inspired by the 1930s military watches, the Monforte has a removable grill dial cover and a self-winding mechanical movement.

## With a wicked glint in his eye, Giorgio showed *QP* the...

water-resistant to 3 ATM - measures 54 mm by 41 mm, and a quick try of the watch at the Basel fair revealed that it is deceptively comfortable, despite its size.

### Cool as an ice cube

In keeping with the ice-cube theme, the case is transparent, Giorgio wanting every owner to appreciate the innards. "The see-through case allows the admiration of the technical construction - every single piece of the movement, so that every little detail becomes no secret." Fitted to it is a silicon strap inspired by military tank treads, coloured to match the case, while the case back is attached via four steel crews with full mirror finishing. Colours on offer include red, green, orange, black and clear.



Giorgio has fitted the basic case with a mechanical skeleton movement and a

quartz small seconds movement. In and of themselves, the models form an intriguing range of beautifully made yet affordable fashion watches, but the clincher is the flagship offering.

With a wicked glint in his eye, Giorgio showed *QP* the Adesso Tourbillon. It sports all of the details that define an Adesso, but the movement is genuine tourbillon, no doubt sourced from a "non-Swiss" manufacturer. Only 50 will be produced - 10 each of the five colours - but the price is what caused such a stir in Basel: it is intended to retail for under 2000 Euros. One suspects that they'll sell out in record time.

### Out of the traps

As far removed from the funky coloured plexiglass of the Vabene Adesso is Grimoldi's other new offering, this time



designed by brother Cesare. He thought it was high time that one of the earliest styles of wristwatches - World War I military models - was revamped for the 21<sup>st</sup> Century.

Using that ubiquitous workhorse, the Unitas manual movement covered by James Gurney in Issue 30, Cesare has produced a handsome and eye-catching 46 mm watch with built-in options. Most notably, it comes with a removable 50 mm 'hunter' case, in the grid pattern popularised in WWI; not only is it removable, by pressing a release button in the middle of the crown, Grimoldi will sell you extras in other finishes so you can mix-and-match between the three case offerings: stainless steel, black PVD or pink gold plated. Dial choices are black or white, both featuring precisely the graphics of military watches of the early 20<sup>th</sup> Century, with the black dial's numbers coloured in the caramel shade of aged luminous material familiar to collectors of vintage watches.

Badged 'Grimoldi' (Vabene is used solely for the plastic types), the 'Monforte' continues the company's use of Milan street names for its various models. It is supplied with either a black or white silicon strap, or a 2in wide, wrist-band-type strap in python grain, and even that is convertible. If the wearer prefers, the wider back section can be removed, leaving a conventional thin strap. Price for the steel version is €1490, while the black PVD and pink gold plated versions retail for €1690 each. There will also be a limited run of 60 pieces with tobacco brown dial and the small seconds dial placed at the 9 o'clock position. ☺

Further information: [www.grimoldiorologi.com](http://www.grimoldiorologi.com)

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