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Keith W. Strandberg,
Fortune Character watch editor

MÉTIER D'ART LUXURY GETS HANDMADE 走近“艺术大师”

by Keith W. Strandberg (史传伯)

Métier d'art is bringing us back in touch with what matters. Today's products are too often mass produced, standardized and almost too perfect. Look at the iPhone, with its sculpted sides and impossibly perfect form. The iPhone is great to use, but if you are looking for a product with a soul, you have to look somewhere else.

For those in the know, hand fashioned products, based on traditional methods and artisanal processes, are helping us to stop and value what is unique and special. Products that incorporate *métier d'art*, traditional arts, often mixing innovative technology with these artisanal ways, have something special - we know that they have been touched by human hands and are the better for it.

Luckily, many luxury segments are rediscovering, and in some cases reviving and preserving, *métier d'art*. Watches, suitcases, pens and even automobiles are using traditional techniques and ages-old processes for production, even in the most modern of products.

如果要在一款产品中寻找灵魂，你是否会被难住？时下一些主流量产商品工艺堪称完美，但过于标准化的海量复制不禁让人生腻。看看iPhone轮廓分明的切边和永无偏差的外形，难道这就是我们梦想的工艺之魂吗？

懂行的人都知道，经由传统手工艺精心制作的产品才更显瑰奇。这些为数不多的能人巧匠往往将尖端技术与传统技艺融为一体，人们把这种极致工艺过程称为“艺术大师”（*Métier d'art*）。

令人欣慰的是，奢侈品领域中诸多行业正在竭力挖掘那些曾经为人所乐道的“艺术大师”工艺。腕表、手提箱、名笔，甚至还有汽车，这些现代工业不乏以传统或“古董式”流程打造而成的艺术臻品。

在本期专栏中，我们不仅要欣赏腕表，还要走出腕表，在五光十色的工艺世界里领略“艺术大师”精神的无处不在。



▲ Bulgari Commedia Dell'Arte in making

▼ The Aston Martin Q Series



Aston Martin

Aston Martin automobiles, made in Gaydon, England, have had hand-craftsmanship as a key ingredient since the company was founded in 1913. “We pride ourselves on the fact that we are a contemporary company with a design viewpoint that is very modern, but part of what makes an Aston Martin is the human hands, creating products that have a soul,” says Marek Reichman, Aston Martin’s director of design. “There are about 200 man-hours on average in our regular production cars, but this can go to extremes of about 2,500 man-hours for our exclusive cars (like the One-77). We are, in fact, making automobiles by hand, creating something that people will love.”

The interior is one place where hand craftsmanship comes into play, as the leathers are hand-sewn, the controls and keys are hand polished and

finished, and all Aston Martin cars are hand painted for the final coat, as well as hand polished to achieve the glass finish for which the company is known.

All of the traditional crafts that Aston Martin uses are done in-house, and one key challenge is to keep this know-how alive. “We have the Aston Martin Academy where we do our training and teaching,” Reichman says. “We also have many long-standing employees that pass on the knowledge that they have developed.”

阿斯顿·马丁 ——充满速度与远志的大鹏

阿斯顿·马丁（Aston Martin）产于英国沃里克郡盖顿，自1913年问世至今一直以主打手工艺而闻名。“我们是一家与时俱进的公司，设计思路现代感十足，但每一辆阿斯顿·马丁必须经过人手制造，这样

的产品才有灵魂，我们因此而骄傲，”设计总监Marek Reichman这么说道：“平均算来，我们的每件产品都有约200个小时的人工作业时间。但像One-77这样的顶级产品需要耗费大约2500个手工工时。所以说，我们是用双手来创造汽车，这才是人们所喜欢的。”

汽车内部最能体现手工艺的亮点：真皮全由人工缝纫，操控与按键盘均由手工加工并作最后润饰。至于汽车涂漆，也都是由人工完成，特别是那层玻璃般闪亮的磨光处理，如今已成了阿斯顿·马丁的招牌。

整个传统工艺流程都在室内完成，其中一大挑战就是如何传承这些实践技能。为此，阿斯顿·马丁专设了培训学院，而公司里的长期雇员也会将自己积累的知识传输给新人。



▲ Globe-Trotter Propellor Navy Luggage Tag and Holdall



▲ Globe-Trotter Jet Overnight and Weekend Boston in Black



▲ Globe-Trotter Propellor Gladstone

Globe-Trotter Suitcases

Suitcase makers to the Queen of England, Globe-Trotter has been making suitcases the same way since 1897. “The design and production of our luggage remains true to its roots,” says Katherine Green, Brand Manager, Globe-Trotter. “Every suitcase is hand crafted on original Victorian machinery at our factory in Broxbourne, Hertfordshire, in exactly the same way they were being produced back when we started. Our suitcases have always been made from a material called Vulcanised Fibreboard, which was invented in Britain in 1859, and is formed from 14 layers of specially bonded paper. However, we have also moved with the times by introducing new sizes and styles, and introducing new colors.

“Nothing is overlooked at Globe-Trotter,” she continues. “Each and every suitcase is made by hand, so precision and attention to detail is key for our craftsmen and women. We have many customers who come into the store with suitcases which have been handed down to them from their parents, or grandparents, and they have become very emotionally attached to their cases; it is their long standing travelling companion. There is an emotion connection between the owners and their cases. Our luggage is luxury, and luxury isn't about necessity, it is about the feeling the product evokes.”

漫游家箱包——一个多世纪的奢华之梦

作为英女王钦定的手提箱制造商，漫游家（Globe-Trotter）的光辉历史可以追溯到遥远的1897年。

“我们的设计与工艺历来忠于传统，每件手提箱都是在维多利亚时代的机器上经人工制作而成。工厂就在赫特福德郡的Broxbourne，从建厂起一直都没变更过地址。我们惯用一种叫做‘硬化纤维板’的材料，这项技术发明于1859年的英国，通常由14层特殊黏合的纸板构成，可以在保证轻便的前提下大大增加箱包的耐用度。当然，款式与尺寸会随时代的变化而慢慢改进，新的颜色也会不断添加进来。”漫游家品牌经理Katherine Green详细地介绍。

“在Globe-Trotter，任何细节都不会溜走，这就是手工的精神所在。许多光顾店面的顾客都携带着父辈或祖父辈留给他们的漫游家箱包，我们能从他们的言行中感受那份深情：这些箱包是他们人生旅途的忠实伙伴。我们的产品就是奢华，而奢华绝非必需，它的存在就是为了寄托情感。”

Visconti Pens

Founded by Dante Delvecchio in Florence, Italy in 1988, Visconti has been focused on honoring the grand Florentine pen making tradition, while at the same time innovating with new technology and new approaches. “Most of the pens we produce are limited editions with a story behind them, therefore the decoration we are

using has to be in harmony with the pen story and design,” Delvecchio explains. “So the most important thing is to find the artistic techniques that are able to tell the story, like a camera for a director.

“For example, our Divina collection has incredible silver spirals wrapping the pen, with the silver trims imbedded in the resin,” he continues.

▼ Visconti pen manufacture requires personal attention



▲ The Visconti Homo Sapiens in steel

“All of our scrimshaw pens, like the Amerigo Vespucci, are extremely detailed. The lacquering of our Dragon is at the highest level.”

The methods of manufacturing that Visconti employs are a mix of the modern and the traditional, while the decorative techniques are time-honored and hand-done, making each pen unique.

Visconti——笔中劳斯莱斯

虽然年数不老，这家由丹特在1988年佛罗伦萨创立的品牌始终坚持意大利热情浪漫的传统，并在经典中不断注入新酷的科技与手法。丹特在接受采访时说：“我们的笔多数是限量制造的，而且背后都有一段故事。我们渴望那些极富艺术表现力的构思来表达这些故事，而一切设计与修饰也要相得益彰。这就好比一位导演竭力寻找属于自己的拍摄器材。就拿我们的迪维娜（Divina）系列来说，银质材质环绕并粘合在树脂笔身上，龙形雕刻极为精致，漆色卓越绝伦。”

在Visconti的工艺中，传统与现代并驾齐驱，加上不朽的手工修饰技术，每支笔都尽显翘秀，素有笔中“劳斯莱斯”之美誉。



◀ DeWitt Golden Afternoon



◀ Corum Tri-Bridge Lady in Red Gold



▶ Carl F. Bucherer Alacria Royal Rose

Métier D'Art in Watchmaking

One of the industries where artisanal crafts are alive and well is watchmaking. Watchmakers like Jaeger-LeCoultre, Bovet, Ulysse Nardin, Cartier, Hermès and Vacheron Constantin are committed to preserving these traditional decorative arts.

“The Métiers d’Art collections are at the center of Vacheron Constantin’s core elements: the very first watch conceived and manufactured by Jean-Marc Vacheron in 1755 was already decorated with hand-engraved patterns,” says Christian Selmoni, artistic director, Vacheron Constantin. “Since the early years of our brand, we have been developing and consolidating our expertise and craftsmanship in watchmaking and in the decoration.

“Vacheron Constantin makes no compromises in the design and the production of métiers d’art watches: we believe that they all are examples of a living tradition, a heritage of more than 250 years of the finest craftsmanship,” he adds. Though production is severely limited, watches that incorporate métiers d’art are being very well received and sell extremely well. Combining métiers d’art with high watchmaking means the best of both worlds.

Watchmaking is one of the leading industries when it comes to mixing the traditional with the cutting edge. “Ulysse Nardin is a great example on how an almost 170 year old company with



◀ Hermès Arceau
Pocket Watch

a rich history can conserve traditional watchmaking and yet integrate some of the most advanced materials and processes,” says Patrik Hoffman, president, Ulysse Nardin. “For us, metier d’art is an integral part of our philosophy and culture. It reflects the know-how and the art of watchmaking skills at its best. At the same time we were reintroducing enamel into watchmaking, we were the first watch company to use silicium in a watch when we introduced the Freak in the year 2000.”

“艺术大师”——为腕表注入“传统”的灵魂

腕表工业是传统手工艺云集的家园，老牌厂商有积家 (Jaeger-LeCoultre)、播威 (Bovet)、雅典表 (Ulysse Nardin)、卡地亚 (Cartier)、爱马仕 (Hermès)、江诗丹顿 (Vacheron Constantin) 等。

“艺术大师系列是江诗丹顿的核心产品，因为Jean-Marc Vacheron 最初构思并于1755年制造出来的第一块手表就已经采用了手工雕花，”江诗丹顿艺术总监Christian Selmoni 说道：“品牌从它诞生开始就一直在孜孜不倦地探索手工艺的极致水准。设计与制造一款‘艺术大师’手表不允许任何工艺上的妥协：它是承载传统的智慧结晶，有了它我们最为精湛的手工艺才得以延续漫长的250多年之久。”



▲ Girard-Perregaux
Le Corbusier



▲ Backes & Strauss Monarch Collection Regent
Monarch White Gold



▲ Christophe Claret Baccara



▲ Parmigiani Fleurier Tonda Woodstock

雅典表总裁Patrik Hoffman介绍说：“雅典表将170年的历史浓缩在每一款作品之中，而驾驭这一理念的工艺却极为尖端现代。对于我们而言，‘艺术大师’就是雅典表文化与哲学不可分割的部分，它是展示技术与才华的最佳方式。2000年推出的‘奇想’系列（Freak）在业界首次采用了硅材料技术，而现在我们又回归到了珐琅彩的瑰丽世界中。”

在腕表的世界里，现代科技的高度创新造就了尖端技术，而传统手工艺更是附着在现代工艺上的艺术之魂。尽管产量十分有限，融合“艺术大师”精华的手表在市场中备受偏爱，销量也极为出色。毕竟，加持了“艺术大师”精神的腕表，是传统与现代的完美结合。



◀ The Tiny Stars of the US
Flag in the Parmigiani
Fleurier Tonda Woodstock



▲ Corum stone setting

Making Enough

Producing enough of these *métier d'art* watches to satisfy demand is an issue, as there is no school training these artisans. Most watch brands have responded by having their in-house *métier d'art* workshops train new people, so this traditional know-how is never lost. At the same time, some watch brands are working to rediscover arts and techniques that have been lost to the sands of time.

Jaeger-LeCoultre has worked long and hard to bring the various *métier d'art* workshops inside their manufacturing facilities, rather than having to rely on outside artisans. Today, Jaeger-LeCoultre does all its enameling, miniature painting, engraving, guilloché, stone setting and more in-house with its own team of designers,

artisans and craftsmen. In this way, Jaeger-LeCoultre guarantees the quality of its production and solidifies the future of their *métier d'art* timepieces.

Products that include artisanal processes and incorporate a handmade element are like a breath of fresh air in today's mass produced world, helping us reconnect with our past and appreciate our future.

品牌精神，贵在传承

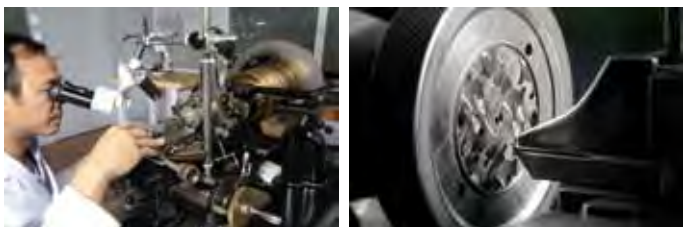
市场对“艺术大师”腕表偏爱有加，但由于目前没有学校专门传授这类手工艺，要持续满足市场是个挑战。多数品牌都在自家关门开设工艺坊来调教新人，以此保护传统手工艺不至失传；有些品牌甚至悉心挖掘那些被时代遗忘的古老工艺。

在制造车间内开设各种风格的“艺术大师”工坊可减少对外界工匠的依赖，积家在这一方面向来不遗余力。今天的积家就能自行完成所有的珐琅彩、微型画、雕刻、宝石镶嵌等工艺过程。密坊式的工作团队包括设计师与工艺师，积家以此保证腕表的至臻工艺，同时也能有效保留未来制造所需实力。

现代工业普遍追求效益，批量生产甚嚣其上。也许一款凝聚巧匠智慧的手工臻品会重新点燃生活的旨趣：它如一缕新鲜空气迎面扑来，你的精神为之一振；它的每一处细节似曾相识却又难以捉摸，就像一个深邃的音符载着你回首过往云烟，畅想美妙未来。

Inside the Vacheron Constantin Workshop 江诗丹顿工坊一幕

1



The engraver painstakingly carves into the metal bit by bit, carefully removing it to form an intricate pattern of doves inspired by artist M.C. Escher.

按设计师M.C. Escher 要求，雕刻师先在金属表面精雕各种图案。

3



Next, the stone setter adds diamonds, forming the metal so the stones are held securely and in just the right position to catch the light and enhance the jewel's natural brilliance.

然后是镶嵌工艺。宝石不仅要系固得力，还要位置精准，使光线能充分射入宝石，达到最佳观赏效果。

最后是彩饰匠的润色。他们对图案勾边并加彩，赋予其更强烈的明暗反差效果。对于同时经由珐琅彩烧制和宝石镶嵌的表盘，彩饰工艺是十分罕见的，细微处足见功夫。这些图案各异的表盘属于江诗丹顿的“无限宇宙”（Les Univers Infinis）系列，直径为40毫米，每块前后耗时共计数百小时。

2



Next, the enamellist steps in and adds colored glass, in powder form, filling the pattern, then fires this in a kiln, watching the enamel melt and change into just the right violet color. For the white doves, she uses opalescent enamel, finishing with a clear coat (the Geneva technique) to ensure the enamel never fades or changes color.

接着由珐琅画师上粉彩，再经窑火烧制，直到珐琅彩融化变色。如果是白色图案，就上一种不会变色的乳白珐琅彩，这一手法俗称“日内瓦工艺”。

4



Finally, it's the guillocheur's turn, highlighting the doves and alternating between rough and smooth to play with the light. It's very rare for the enameled and gemset dial to be guilloché worked as a final step, and requires intense attention to detail.

Now, the dial of one of the three Métiers d'Art - Les Univers Infinis timepieces from Geneva-based Vacheron Constantin is ready to be assembled onto the mechanical movement, then put into the case.

This 40 mm dial already represents hundreds of hours of work, from design to execution to final assembly. A masterpiece of the watchmaking arts, this timepiece is an example of the unique watches inspired by art, architecture and new ideas becoming increasingly popular today.

What Makes Them Tick

CLIVE OWEN, ACTOR

明星与腕表 英国演员克里夫·欧文

I remember having a toy watch when I was very young. It never worked but I thought it was very cool!

The fact that it's going to end one day means life is completely governed by time. My partnership with Jaeger-LeCoultre works so well because I'm a genuine fan of the brand. It started with me actually buying their watches. I think Jaeger is a very loyal and classy company. The level of craftsmanship and expertise is unique and the watches look fantastic! It's a perfect fit!

The choice of watch says a lot about someone. When you're wearing a great watch, it's like wearing a work of art on your wrist.

When I'm working there is time for nothing else, it's very consuming. I enjoy nearly everything about my job, other than getting up early in the morning. Luck, hard work and breaks at the right time are the secrets to my success.

My perception of time very much depends on what I'm doing and how much time I have. If I had more time, I would do more of the things I love doing. When I am not working, I spend this valuable time with my family.

我最早戴手上的是枚玩具手表，那时年纪很小。虽然它不会走时，我还觉得挺酷的！

人的每一天都有始有终，生命是由时间掌控的。我不仅和积家合作密切，我自己也是这一品牌的忠实粉丝。腕表能够诠释一个人的品味，好的时计就是艺术品。

工作可以让我忘记时间的枯燥。在恰当的时候遇到合适的机遇，在该放松的时候尽情休息，这些就和勤奋工作一样重要，都是我成功的秘密。

我对时间的感知取决于我在做什么、有多少时间来做。如果时间宽裕，我会更多投入自己的爱好。而在工作之余，我会与我的家人分享宝贵时间。



▲ Clive Owen with Jaeger-LeCoultre Duometre Chronographe

Watch of the Month

BREMONT CODEBREAKER

本期推荐 Bremont “破译者”

Recently, at an exciting, World War II-themed event in London's Bletchley Park, the UK's Bremont Watch Company introduced a new limited edition timepiece called the Codebreaker. Bletchley Park was the headquarters for the codebreaking efforts of the Allies during World War II, and the new timepiece honors the work of these amazing people, and a portion of the proceeds from the sale of the Codebreaker will go to help preserve Bletchley Park for future generations.

The codebreakers from Bletchley Park are credited with shortening the war by at least two years and saving millions of lives.

The watch is a vintage-inspired flyback chronograph and uses actual historical material from the codebreaking effort in the construction of the watch.

Metal from an actual German Enigma machine is integrated into the watch. (The Enigma was the machine used to encode German military messages.) Wood from Hut 6, central to codebreaking effort at Bletchley Park -- the huts are being renovated, so Bremont was able to use some of the discarded wooden floorboards.

Actual punch cards from the codebreaking “computer” were used to make the limited edition number placed under a sapphire crystal on the side of the case. There are only a handful of these punch cards left, and Bremont was able to secure five for their use.

“For me, it's been more emotional being involved with Bletchley Park than any other partnership because a



▲ The Bremont Codebreaker



▲ The back of the Bremont Codebreaker



▲ The codebreakers at work in Hut 6 of Bletchley Park

lot of that history is still living,” says Nick English, co-founder of Bremont. “You come to Bletchley Park and it hasn't been tarted with, it's a living bit of history.”

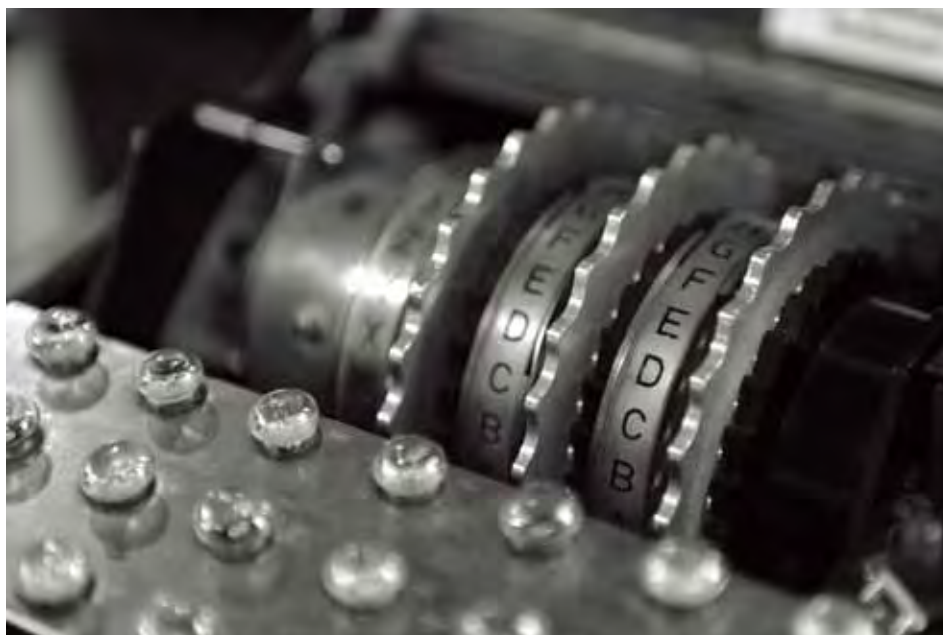
近期在伦敦布莱切利园 (Bletchley) 举行了一场二战纪念活动，会上英国品牌宝名表 (Bremont) 发布了主题限量时计——破译者 (Codebreaker)。布莱切利园别称“X 电台”，曾为二战期间同盟国情报破译基地，它的存在让二战至少缩短两年，无数生命得以挽救。此次宝名表的破译者限量款部分收益将用于布莱切利园的维护项目。

受四十年代经典的军官腕表启发，Codebreaker 使用独特的飞返式格林威治时间精密计时器自动机芯，并揉合了一些有关布莱切利园的历史古物，比如16号小屋的松树（专门对使用于陆军和空军的恩尼格玛密码机系统进行破译的中心），还有剩下的少量穿孔卡纸（用以分析每天密码通讯中大量的加密数据）。腕表的部份旋转轮就会以本来的恩尼格玛密码机里的旋转盘制成。

Codebreaker 共推出240块不锈钢式与50块玫瑰金式。宝名表合伙创始人Nick English说：“比起其他合作，布莱切利园的二战主题更让人激动，因为这些历史保存完好，至今仍历历在目。”



▲ Close up of the limited edition serial number of The Bremont Codebreaker made from the original punchcards



▲ The encryption rotors of a real German Enigma machine. Steel from these rotors has been incorporated into the manufacture Bremont Codebreaker.