



TIME & CHANCE

RARELY HAS A CHANCE MEETING BEEN MORE PERFECTLY TIMED THAN THE ONE THAT BROUGHT TOGETHER BOVET AND PININFARINA

The Pininfarina Ottanta® Tourbillon from Bovet heralds the new partnership between Swiss watchmaker Bovet and Pininfarina, the famed Italian car designer and fabricator. It's common for companies from these two worlds to collaborate, but Bovet has had no particular connection with high-end cars in the past. Why now? It turns out that, as in so many such partnerships, a chance meeting was the impetus for the cooperation. "It was at an event in 2007, during the Concours d'Elegance in Pebble Beach, that a Pininfarina manager happened to meet Bovet owner Pascal Raffy," recalls Paolo Pininfarina, chairman and CEO of the third-generation Italian design powerhouse. "They discussed the possibility of working together; a contact was created, and we began collaborating one year later, in 2008."

BY KEITH W. STRANDBERG



COMMEMORATIVE EDITION

The Ottanta® Tourbillon in DLC-treated stainless steel and titanium uses the 514-component automatic Caliber Bovet 16BA01 with small seconds, power reserve indication and grand date display. A platinum micro-rotor winds the watch, and two mainspring barrels in series provide a minimum of 80 hours of autonomy. The tourbillon cage completes a full rotation every 80 seconds. The arms of the balance form a figure eight inside the circular rim of the balance wheel [representing the zero in 80]. The entire tourbillon assembly weighs less than 0.5 g. The Ottanta® Tourbillon is manufactured entirely by the watchmakers of Bovet's own la Manufacture de Haute Horlogerie Artisanale Dimier 1738 and commands the price of \$280,000. In line with the anniversary theme, production is limited to 80 pieces.



The 2uettottanta concept, presented at the 2010 Geneva Motor Show

“Our passion and our quest for excellence are the same.” —PASCAL RAFFY

Raffy says the decision to collaborate was a simple one because the companies share so many attributes. “Bovet has been manufacturing timepieces characterized by the finesse and technical nature of their movements, by the high quality of their external components and by the use of traditional decorative techniques, such as miniature paintings and hand engravings,” he explains. “Pininfarina is renowned for being the ultimate stylist for exceptional motorcars. Our passion and our quest for excellence are the same. Therefore, we did not have to look for a meaning in our partnership, it was formed naturally and without effort.”

Paolo Pininfarina hoped to celebrate the 80th anniversary of his company by developing an exceptional timepiece. Bovet’s Amadeo convertible case became the starting point of the project, and then Pininfarina and Bovet created the Ottanta® Tourbillon by collaborating on the complications and the overall design, which tucks numerous subtle and not-so-subtle references to Pininfarina’s milestone into the details.



Paolo Pininfarina with Pascal Raffy at the launch of the new watch

TIMELY SENTIMENTS

“La linea, la forma deve diventare sostanza, materia viva.”

↳ **Battista “Pinin” Farina**, ca. 1930s

“Le cose che abbiamo creato appartengono agli altri.”

↳ **Battista “Pinin” Farina**, ca. 1940s

“La vita di un uomo è troppo corta per condurre a buon fine un’impresa.”

↳ **Battista “Pinin” Farina**, ca. 1950s

“Col tempo, lo stile consente di notare qualcosa di più vivo del ricordo della bellezza.”

↳ **Battista “Pinin” Farina**, ca. 1960s

“La tradizione del nuovo.”

↳ **Sergio Pininfarina**, ca. 1970s

“In quasi sessant’anni di vita lo stile Pininfarina è sempre stato coerente.”

↳ **Sergio Pininfarina**, ca. 1980s

“La Pininfarina è un’azienda giovane.”

↳ **Sergio Pininfarina**, ca. 1990s

“Pensare, disegnare e costruire automobili è soprattutto una responsabilità sociale.”

↳ **Andrea Pininfarina**, ca. 2000s

“The identities of Bovet and Pininfarina are both present in harmony without compromise.” —PASCAL RAFFY

“From the beginning, Bovet gave us a lot of freedom to work with them on the design,” Pininfarina explains. “I was personally involved, and I wanted to incorporate eight statements into the watch, eight sentences for eight decades. I chose four quotations from the founder, my grandfather; three quotations from my father; and one from my brother. I will contribute my sentence when we design the 90th anniversary watch.” In the finished watch, these quotations—each in Italian, each representing a different decade in the company’s history—are engraved on the caseband.

Raffy enjoyed the creative give and take of working with such a design icon. “Pininfarina provided a sporty interpretation, applying its own principles of design while preserving the defining characteristics of a Bovet timepiece,” he says. “The design of the movement is a fusion between the sketches and graphic renderings submitted by Pininfarina and the experience and know-how of our artisan watchmakers and technicians. The presence of Pininfarina is particularly noticeable in the visible depth and volume of the multi-level movement. In order to attain such an expressive design, 56 different surface treatments and shades of gray were applied to individual components, several of which were developed in our workshops especially for this timepiece.”





Ferrari 458 Italia

“The Pininfarina spirit has always favored long-term relationships.” —PAOLO PININFARINA

“On the technical side, we immediately proposed to Pininfarina the development of a tourbillon cage with an 80-second revolution for the 80th anniversary,” he adds. “And as a demonstration of our ambition for this timepiece, we achieved the technical exploit of constructing a rotating seconds crown that surrounds the tourbillon. The Ottanta® Tourbillon has a strong character, and the identities of Bovet and Pininfarina are both present in harmony without compromise. Not only are both identities there, but a new shared identity was born through this first collaborative timepiece.”

Neither company believes that this cooperation will be a one-time thing—both Bovet and Pininfarina are looking forward to a long collaboration. “The enthusiasm of Bovet really made the difference,” says Pininfarina. “We know a lot of watch companies, but Bovet was excited to work with us on design in the area of complications. The selection was natural, and the partnership has always been supported by our mutual enthusiasm and friendship.”

“There will be more than one project,” he continues. “After the first tourbillon, we immediately started to discuss the next project. The Pininfarina spirit has always favored long-term relationships. For example, we have made more than 100 designs for Ferrari since 1952. This is what I would like to do with Bovet.”

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Carrozzeria Pinin Farina, established in Corso Trapani in 1930