



HAVING BEEN IN THE BUSINESS SINCE 1978, JEAN-MARC WIEDERRECHT HAS HAD QUITE A LONG CAREER. He has worked with Roger Dubuis, Harry Winston, Maximilian Büsser and many more, and, since 1996, he has operated his own company, Atelier Genevois d'Horlogerie (Agenhor for short), where he produces amazing work for these brands and others. "I do a lot of work for different brands, and my clients are only brands; I will never make my own brand," he says decisively. "It's too much fun to work with everyone. I work with Max Büsser on one project, and then work with Van Cleef & Arpels on the Poetic Complications. I love to speak with all the different managers. They ask me to do things that are not so easy to do."

It's the challenge of each new project that keeps Wiederrecht going. "A project may be very complicated, but I am pragmatic," he says. "I look for the simplest possible solution. I don't make a watch complicated when it can be simple." →

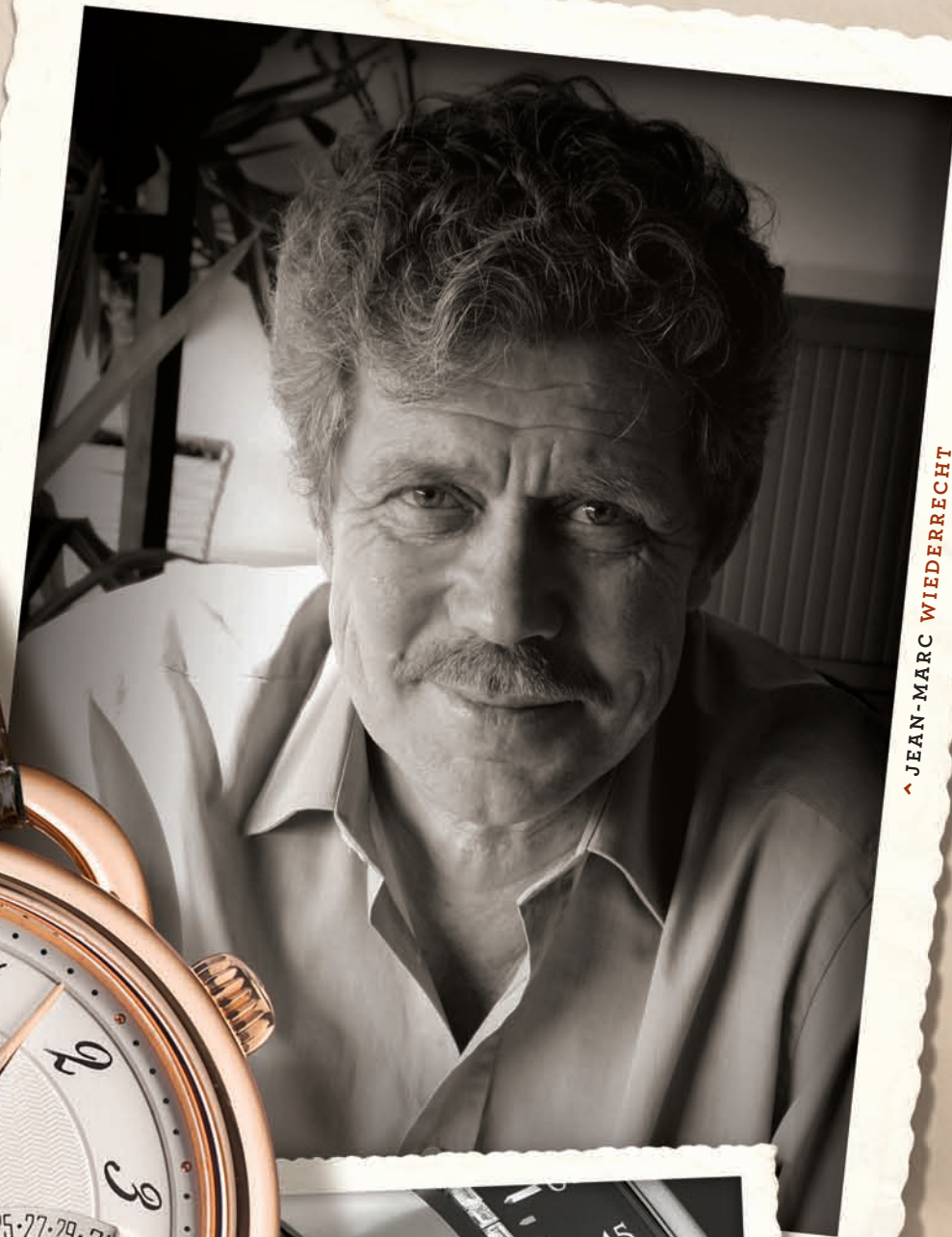
MOVEMENT MASTERS MIND



THE PRAGMATIC GENIUS OF JEAN-MARC WIEDERRECHT

There are thousands of watchmakers in Switzerland: watchmakers concentrating on super-complicated timepieces, watchmakers renowned for finishing, watchmakers that specialize in reliability, precision and more. For a watch movement with a soul, however, there is only one watchmaker to go to: Jean-Marc Wiederrecht.

HERMÈS ARCEAU
TIME SUSPENDED



JEAN-MARC WIEDERRECHT



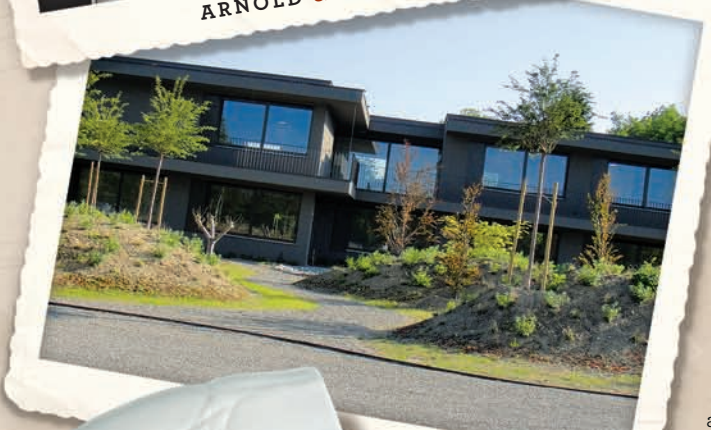
HARRY WINSTON OPUS 9

66 I AM STILL FASCINATED BY WATCHMAKING. IT'S ENCHANTING TO ME. 99

—JEAN-MARC WIEDERRECHT



ARNOLD & SON HORNET



AGENHOR, GENEVA



VAN CLEEF & ARPELS
LOVER'S BRIDGE

"I have to think about a project a long time before I begin to work on it," he continues. With computers, you can do things that were never possible before, but often these new designs don't work. My clients have to be able to sell the watches I make, so quality is the first thing we work on."

The project closest to his heart is the Poetic Complications effort from Van Cleef & Arpels. Van Cleef presents its latest wildly imaginative idea, and Wiederrecht works to make it a reality. The movement serves the idea, not the other way around. "Since we started work on the Poetic Complications five years ago, it has been very stimulating," he says. "I love this kind of watch, because it is so different. It is highly technical, but you don't see the technical part, because it is all hidden by the poetry and the artisanal decorative work of the finished piece."

"I like to create new watches, and I like to imagine new ways of telling time," he continues. "I am 60 years old, and I am still fascinated by watchmaking. It's enchanting to me."

Wiederrecht was a university student when he got the chance to work with an old watchmaker in a very small company. "It was great for me. He made new movements for coin watches, and I loved those thin watches," he remembers. "I stopped my studies and went to watchmaking school. That was the beginning of my watchmaking journey."

Wiederrecht started his work in complicated movements by making perpetual calendars, and this has remained one of his favorite complications. "I think my name is associated with retrogrades, however," he says. "The latest is the Lover's Bridge from Van Cleef & Arpels—it is fantastic how the woman takes the last step to kiss her lover. It is highly technical but poetic at the same time."

It's always a true joy when Wiederrecht finishes a project. "I love to see the finished product at the end of a long project," he says. "To speak with the manager, then to work for so long, then finally to finish it is a great feeling. At first, you have only work, and then you have the first sketches, and then, a year later, you see something concrete. At the end, you have a product that you can see in magazines and on people's wrists. To take a project from the beginning to the end is a fantastic feeling."

At Agenhor—housed in a lovely building surrounded by park-like grounds in Geneva—Wiederrecht heads a team of 25, including 10 watchmakers. "I am very lucky now. For me, to work with these people is fantastic. We have the capacity to do much more work, but I refuse it, because I have to keep the quality as high as possible and make sure that we have time to devote to each of our clients."

With Wiederrecht's years of experience, his thoughtful and pragmatic approach to horological problem solving, and Agenhor's ideal setup, there's no telling what wonders might yet be achieved. I, for one, can't wait to see what soulful revelation comes next from the collective minds of Jean-Marc Wiederrecht and Agenhor.