



New Watch Series from

**ISSEY MIYAKE**

Designed by

**Yves Béhar**

CG image

Seiko Instruments Inc. will present the new ISSEY MIYAKE watch series at the BASEL WORLD 2010.

The new watch series was designed by Yves Béhar, an industrial designer based in San Francisco. The design development was started with the renewed recognition of the preciousness of time, especially that of the "present" that we live in. By using the disc hour hand with partial arc slits, only the present hour is shown while the others are kept out of sight. The result is that we see with our own eyes the present becoming the past and the future becoming the present. The simple and daring cylindrical glass top allows us to see the time from the side of the watch as well. The light bounces from the top to the side, creating a visual lightness and playfulness. It is as if we are seeing the precious time coming and going inside the glass showcase, experiencing a completely new view of time.

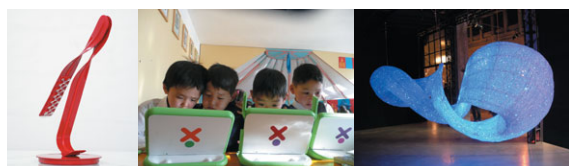
Since 2001, under the supervision of ISSEY MIYAKE, Seiko Instruments Inc. has developed many unique watch series through collaborations with distinguished designers such as Shunji Yamanaka, Harri Koskinen, Tokujin Yoshioka, Naoto Fukasawa and Ross Lovegrove.

Designer Statement by Yves Béhar : A watch is a Mindset about the idea of time. When considering reading the time of day, my main question is: why do I need to see all twelve numbers when only one is needed? The watch's unique approach is to present one number appearing only, while the previous hour slowly fades out of view, and the next one fades into view. This magical appearance reminds me of the time just passed, and the future incoming...it says", time is precious, yet always presents us with a surprise ahead". The mindset of the watch is to let the mystery of time be experienced: the watch is a way to feel time's appearance and disappearance in our lives. By seeing only the current hour, while the last hour representing the past and the next one representing the future subtly fade in and out, we can live a new view of time.



**Yves Béhar** Industrial designer

Born in Switzerland in 1967. Graduated from Art Center College of Design. Established his design studio, fuseproject, in 1999. He brings a humanistic approach to his work with the goal of creating projects that are deeply in-tune with the needs of a sustainable future. He also combines technological innovation with design. His major work includes the XO laptop for OLPC (One Laptop Per Child), LEAF light for Herman Miller, and "Jawbone" Bluetooth headset for Aliph. His innovative designs have garnered more than 150 awards, and his work is in the permanent collections of museums including the Pompidou Center, the MoMA, the Munich Museum of Applied Arts, and The Art Institute of Chicago.



BASEL WORLD 2010  
From 18 to 25 March 2010  
SII Stand: Hall 5.0 C31

Please direct your inquiries about the products to the following:  
<Mass media> Corporate Communications Group / Mori Email: [pr@sii.co.jp](mailto:pr@sii.co.jp)  
<Product information> W. Marketing Department/ Sakai Email: [shigeo.sakai@sii.co.jp](mailto:shigeo.sakai@sii.co.jp)  
<http://www.isseymiyake.com/>