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COLLECTION 2013

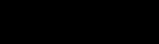
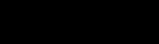
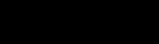
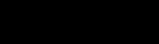
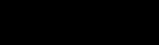
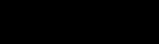
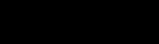
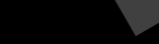
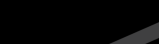




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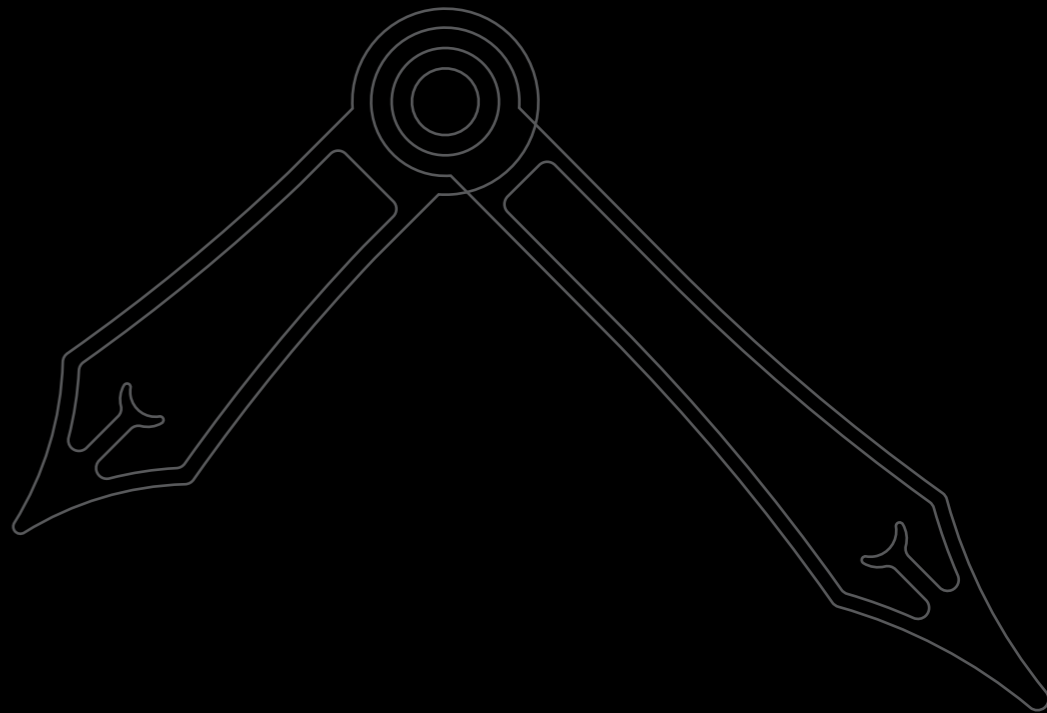


VISCONTI PENS AND WATCHES MADE IN FLORENCE



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**FLORENCE
AND TIMEPIECES
1353-2013**

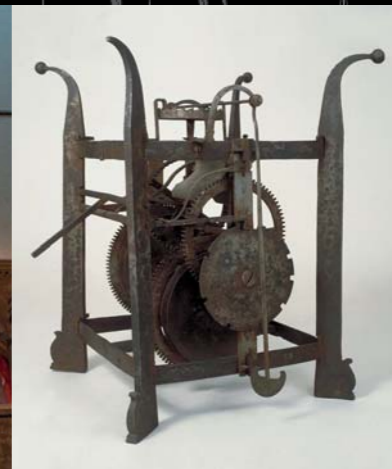
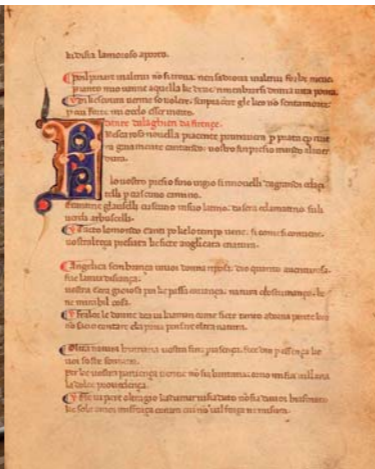
Florence is a universally acknowledged synonym for culture. Humanism and the Renaissance have marked the city's history, pegging it to the names of artists known throughout the world, men of the calibre of Giotto, Brunelleschi, Leonardo and Michelangelo. What is perhaps less well known is the close link between those old masters' artistic creativity and their interest in what we know today as science and technology, which in their day was part and parcel of man's all-embracing intellectual achievement. But Florence is also the city of guilds and trades, of craftsmen and travellers, all of whose activities depended to a large extent on the precise measurement of the passage of time. Indeed it comes as no surprise to learn that Florence was one of the first cities in Europe to build a mechanical clock for its citizens' benefit, installed by Niccolò di Bernardo on the tower of Palazzo Vecchio on 25 March 1353, although another great Florentine, Dante Alighieri, possibly the first person ever to write about them, must have seen similar clocks when he penned the X and XXIV *Canti* of his *Paradiso*.

Building a mechanical clock required not only technical skill in the materials and operations involved but also a knowledge of mathematics and astronomy, thus falling exactly on the borderline between craftsmanship and humanism in the broadest and loftiest sense.

Thus Florence was almost inevitably fated to become one of the most important focal points in the construction of clocks in the Renaissance, with Brunelleschi cooperating on the clock for the tower of the Palazzo dei Vicari in Scarperia in 1445, with Leonardo studying the escapement system, and with an entire dynasty of clockmakers in the Della Volpaia family. It even has a city street known as *Via dell'Oriolo*, or Clock Street, dedicated to the tradition, and Palazzo Vecchio contains a *Sala dell'Orologio*, or Clock Room, named after the timepiece kept there for over a hundred years until the early 17th century.

This skill in the construction of clocks and scientific instruments continued until well into the 19th century: one has but to think of the Officine Panerai founded in 1860, which supplied the Italian Navy with its first clock in 1925 right up to the recent sale of the Richemont group's brand, or of the Officine Galileo, founded by astronomer Giovanni Battista Amici in 1862.

More recently, after World War I, the ICO (Industria Casse Orologi) founded in 1939 has been making watch components for over sixty years and complete watches for the last twenty-five. Today, as the trajectory of the Officine Panerai seems fated to repeat itself, with the interruption and dispersal of its legacy of tradition and skill, Visconti is launching an ambitious project for the recovery and enhancement of this unique and distinctive Florentine experience, the latest embodiment of over six centuries of precision mechanics and fine watchmaking, creating a new pole of excellence.



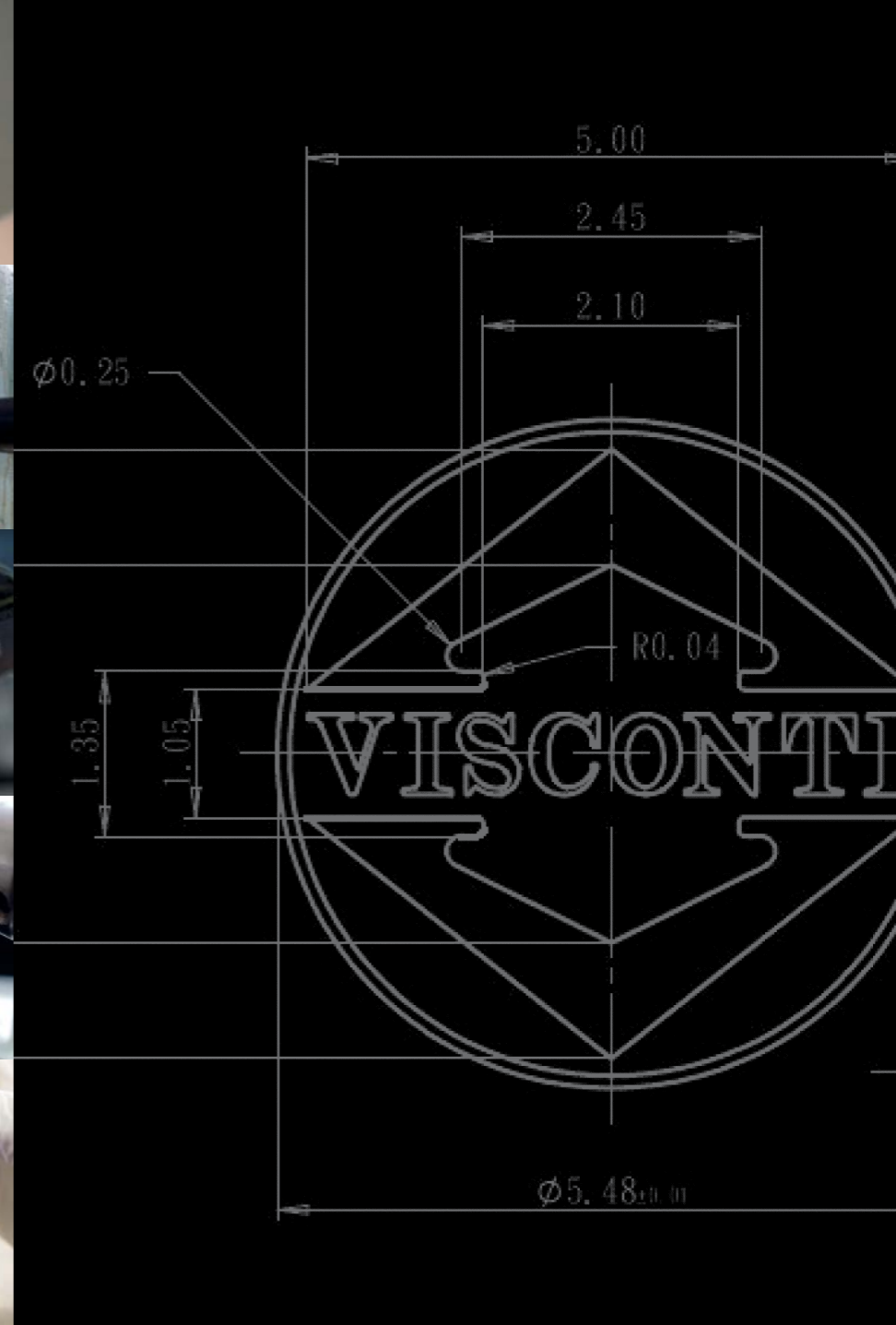


**1988
VISCONTI
REVIVES THE
ART OF WRITING
IN FLORENCE**

1988 saw the birth of Visconti, the firm that brought writing back to Florence after a period of oblivion lasting over thirty years. The company, under its founder's guiding hand for twenty-five years, has turned Florentine craftsmanship into an icon of its output accompanying its fundamental values of passion, art and technology.

To celebrate this important anniversary, Visconti has picked up the beacon of our city's heritage. Launching into a new adventure with exactly the same pioneering determination and enthusiasm as it did twenty-five years ago, it has decided to bring watchmaking back to Florence to stand proudly alongside the art of penmanship.

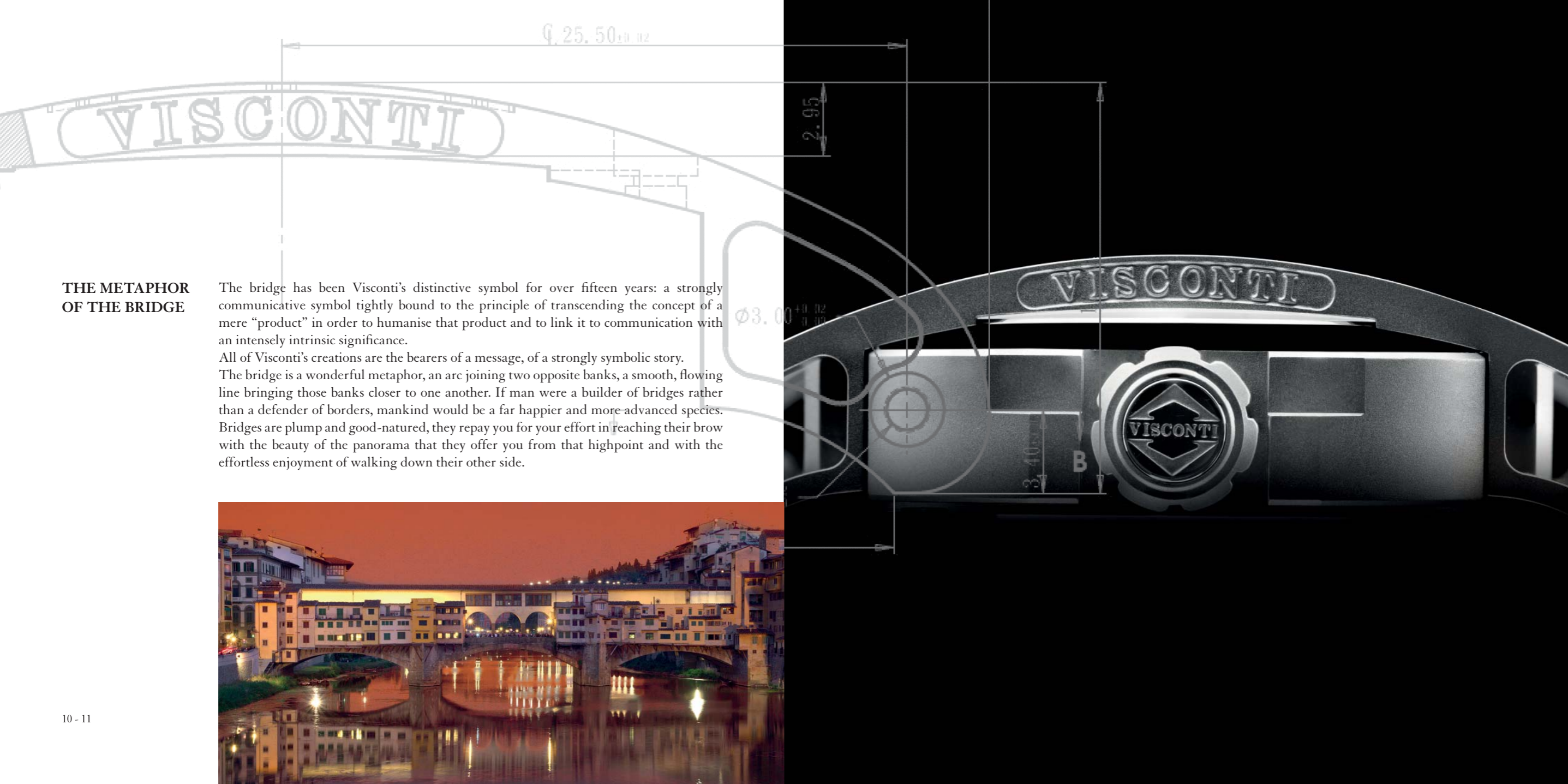
Its winning business model is the very same one that it has applied to writing, based on the rediscovery of skills and expertise and the organisation of people by motivating them with long-term goals under the artistic and technical guidance of Dante Del Vecchio, and with the benefit of Visconti's boundless creativity.



THE METAPHOR OF THE BRIDGE

The bridge has been Visconti's distinctive symbol for over fifteen years: a strongly communicative symbol tightly bound to the principle of transcending the concept of a mere "product" in order to humanise that product and to link it to communication with an intensely intrinsic significance.

All of Visconti's creations are the bearers of a message, of a strongly symbolic story. The bridge is a wonderful metaphor, an arc joining two opposite banks, a smooth, flowing line bringing those banks closer to one another. If man were a builder of bridges rather than a defender of borders, mankind would be a far happier and more advanced species. Bridges are plump and good-natured, they repay you for your effort in reaching their brow with the beauty of the panorama that they offer you from that highpoint and with the effortless enjoyment of walking down their other side.



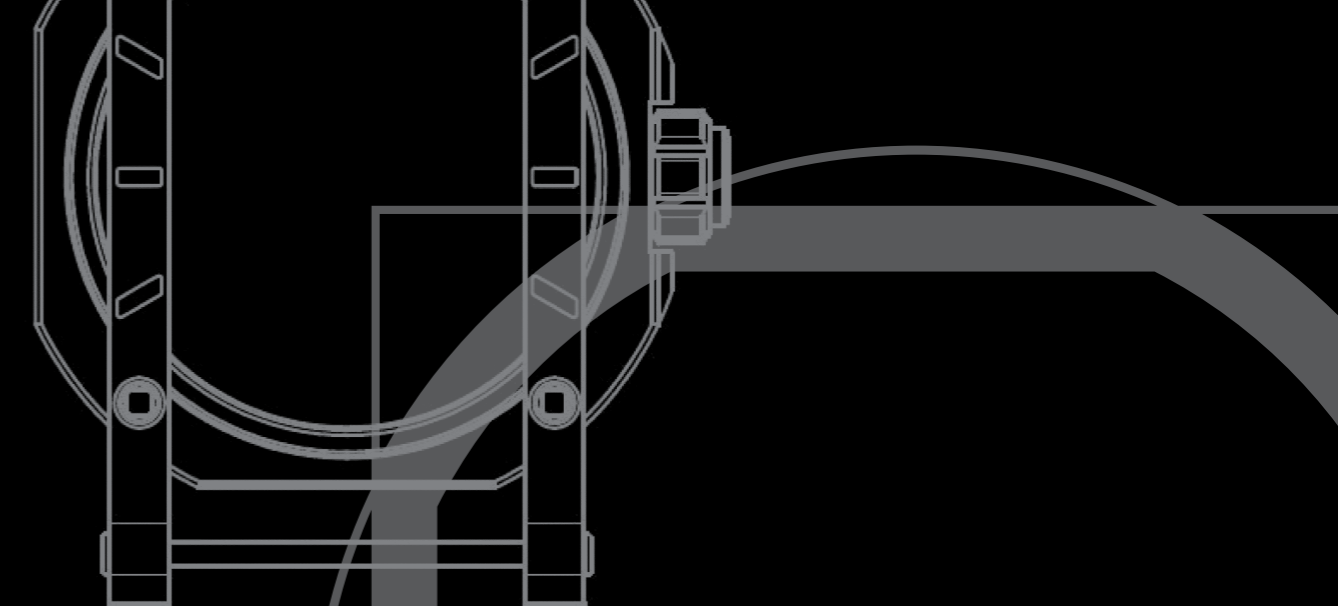
SQUARING THE CIRCLE

The oldest of the historical problems with which geometry has been confronted is unquestionably the squaring of the circle. This problem, which must have occurred to man since time immemorial, can be stated as follows: take a given circle and determine the side of a square with an area equal to that of the circle.

While the problem may be easy to state, it most certainly cannot be solved in an elementary way merely by using a ruler and compass.

In fact, squaring the circle has become a synonym for achieving the impossible.

The circle is a sign of the unity of the beginning and of the unity of the sky, and in that capacity it points to its activity and to its cyclical movements. The cyclical movement is perfect, unchanging, with no beginning, no end and no variation, thus making it the ideal symbol of time which, in turn, may be defined as a constant, unchanging succession of moments each one of which is identical that which went before it and to that which will come after it.



The square is the symbol of the earth, as opposed to the sky, but it is also the symbol of the created universe, of earth and sky together, in opposition to the uncreated universe and to the creator; it is the antithesis of the transcendent. The square is an anti-dynamic figure anchored on its four sides, representing frozen motion, the moment in isolation. The squaring of the circle expresses two laws of creation and maintenance of the universe: movement and stability, innovation and tradition.

The squaring of the circle translates for Visconti into a new form fusing in a single geometric figure both the circle (time) and the square (production), or any of several other meanings that one might wish to assign to it: innovation coupled with tradition, movement with stability, and so forth

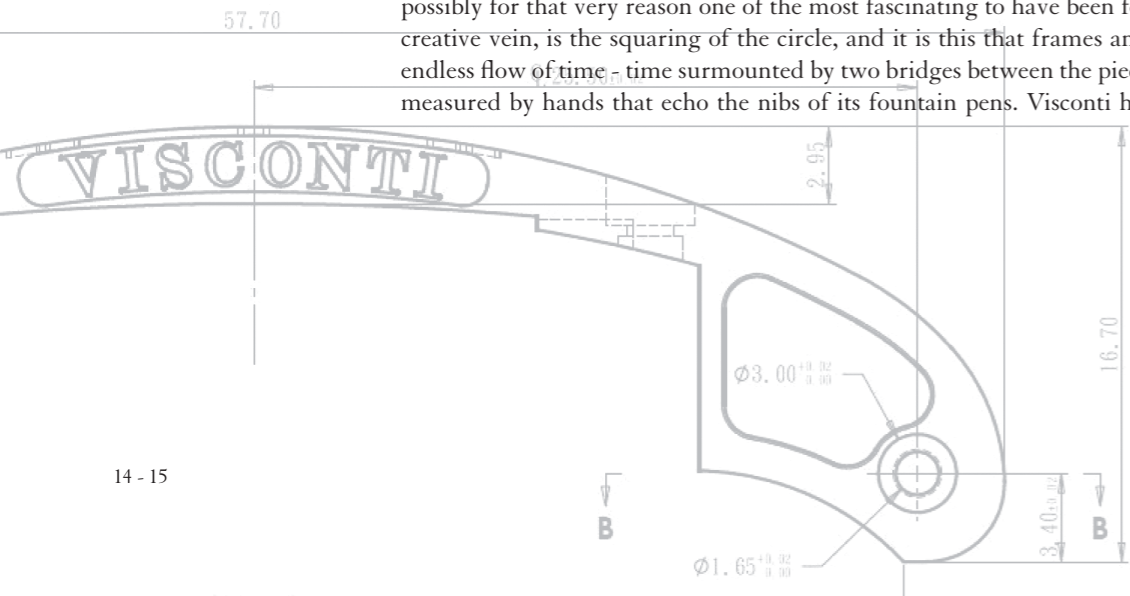




25TH ANNIVERSARY WATCH

Visconti's twenty-five years on the scene represent a story pregnant with meaning, a search for excellence that has allowed the brand to build up a solid reputation as the creator of truly unique writing instruments. But tradition should never lead to closure or to immobility, to the mere repetition of successful styles; thus it is with the courage of innovation based on the measure of its heritage that Visconti today has decided to celebrate its anniversary with a totally new instrument: the watch.

Visconti has designed a watch in which its brand symbol, the bridge, crosses and safeguards time, stretching from the history of clockmaking in Florence to the present day and Visconti's determination to rediscover that legacy. One of the most impossible forms, and possibly for that very reason one of the most fascinating to have been forged by Visconti's creative vein, is the squaring of the circle, and it is this that frames and encapsulates the endless flow of time - time surmounted by two bridges between the pieces of the strap and measured by hands that echo the nibs of its fountain pens. Visconti has turned leading-



edge technological research into a tool bringing Florence's Renaissance heritage right into the modern era, and its Anniversary Watch is a perfect fusion of aesthetic perfection and technological innovation with its traditional three-piece construction - bezel, middle and bottom plate - typical of the best watchmaking, yet renovated thanks to the structural use of its aesthetic and stylistic components. The two bridges do not simply fix the watch to the strap, they are also the parts which ensure that the bezel is kept firmly in place and is perfectly watertight, thus transcending their purely aesthetic function.

The watch comes in two versions, one that displays only the time and date, which we have called *Up to date*, and one that displays two time zones, which we have called *GMT*. They are both made in Italy but their movements are Swiss-made and of the highest quality. Each version is available in three different variants: *Elegance*, *Image* and *Sport*, which differ in their design, in the materials used (only the purest steel and titanium), in their finish and in their PVD treatment. Each variant is individually numbered and produced in a limited edition of only 250 pieces, a multiple of the twenty-five years that Visconti is proud to be celebrating.

A watch that marks the meeting point between time and writing, between the pen and the watch, the only universally acknowledged jewels for a man.

COLLECTION 2013

Elegance | Image | Sport





ELEGANCE



W101 25th Anniversary Up to date ELEGANCE 101-00-101

MOVEMENT

Automatic Swiss Made Soprod SOP A10-2, 25 jewels, MHVJ assortment, Glucydur balance, 28.800 A/h; adjusted to 4 positions, average rate 0 +15 sec./day; soignée finish, power reserve: approx. 42 hours. Dimensions: Ø 25.60 mm., thickness 3.60 mm.

FUNCTIONS

Hours, minutes, sweep seconds; date at 6 o'clock.

CASE

In stainless steel AISI316, micro-shot blasted and satin-finished. Dimensions (approx.): diameter 42.00 mm, overall dimensions at crown 47.00 mm, height 57.70 mm, thickness 15.20 mm; polished bezel, micro-shot blasted and satin-finished back cover.

Two upper bridges in stainless steel, micro-shot blasted and satin-finished. The back cover is screwed in place. Flat sapphire crystal; lower porthole in sapphire crystal.

WATERPROOF TO

10 ATM.

DIAL

Round, silver colour and côtes droites finish. Applied hour-markers with luminescent coating. Mounted ring (with applied dots in luminescent material) and framed date window on dial: the display shows seven days and has a dedicated area for the current day.

HANDS

Hour and minute hands with exclusive Visconti design. Luminescent coating on hours and minutes.

STRAP AND CLASP

Matt water-resistant alligator strap; exclusive Visconti buckle in satin-finished stainless steel.





W102 25th Anniversary GMT ELEGANCE 102-00-104

MOVEMENT

Automatic Swiss Made Soprod SOP 9351/A10-2, 25 jewels, MHVJ assortment, Glucydur balance, 28.800 A/h; adjusted to 4 positions, average rate 0 +15 sec./day; soignée finish, power reserve: approx. 42 hours. Dimensions: Ø 25.60 mm., thickness 5.10 mm.

FUNCTIONS

Hours, minutes, sweep seconds; second time zone hours and minutes at 6 o'clock, day/night indicator at 8 o'clock; large date at 12 o'clock.

CASE

In stainless steel AISI316, micro-shot blasted and satin-finished. Dimensions (approx.): diameter 42.00 mm, overall dimensions at crown 47.00 mm, height 57.70 mm, thickness 15.20 mm; polished bezel, micro-shot blasted and satin-finished back cover. Two upper bridges in stainless steel, micro-shot blasted and satin-finished. The back cover is screwed in place. Flat sapphire crystal; exhibition back cover with sapphire crystal.

WATERPROOF TO 10 ATM.

DIAL

Shaped with apertures revealing the movement, silver colour and guilloché rayon finish. Applied second time zone scale moulding and sector with logo at 12 o'clock, with silver coating. Large date at 12 o'clock with applied frame. Day/night indicator uses 24-hour AM/PM system.

HANDS

Hour and minute hands with exclusive Visconti design. Skeleton hour and minute spheres for second time zone. Luminescent coating on hours and minutes.

STRAP AND CLASP

Matt water-resistant alligator strap; exclusive Visconti buckle in satin-finished stainless steel.





IMAGE



W101 25th Anniversary Up to date IMAGE 101-00-102

MOVEMENT

Automatic Swiss Made Soprod SOP A10-2, 25 jewels, MHVJ assortment, Glucydur balance, 28.800 A/h; adjusted to 4 positions, average rate 0 +15 sec./day; soignée finish, power reserve: approx. 42 hours. Dimensions: Ø 25.60 mm., thickness 3.60 mm.

FUNCTIONS

Hours, minutes, sweep seconds; date at 6 o'clock.

CASE

In stainless steel AISI316, micro-shot blasted and satin-finished. Dimensions (approx.): diameter 42.00 mm, overall dimensions at crown 47.00 mm, height 57.70 mm, thickness 15.20 mm; satin-finished bezel with brown PVD, micro-shot blasted and satin-finished back cover. Two upper bridges in stainless steel, micro-shot blasted and satin-finished with brown PVD coating. The back cover is screwed in place. Flat sapphire crystal; lower porthole in sapphire crystal.

WATERPROOF TO 10 ATM.

DIAL

Round, cream colour and guilloché finish with Visconti motif in relief. Applied hour-markers with luminescent coating. Mounted ring (with applied dots in luminescent material) and framed date window on dial: the display shows seven days and has a dedicated area for the current day.

HANDS

Hour and minute hands with exclusive Visconti design. Luminescent coating on hours and minutes.

STRAP AND CLASP

Hand sewn leather, water resistant strap; exclusive Visconti buckle in satin-finished stainless steel and brown PVD coating.



W102 25th Anniversary GMT

IMAGE 102-00-105

MOVEMENT

Automatic Swiss Made Soprod SOP 9351/A10-2, 25 jewels, MHVJ assortment, Glucydur balance, 28.800 A/h; adjusted to 4 positions, average rate 0 +15 sec./day; soignée finish, power reserve: approx. 42 hours.
Dimensions: Ø 25.60 mm., thickness 5.10 mm.

FUNCTIONS

Hours, minutes, sweep seconds; second time zone hours and minutes at 6 o'clock, day/night indicator at 8 o'clock; large date at 12 o'clock.

CASE

In stainless steel AISI316 micro-shot blasted and satin-finished. Dimensions (approx.): diameter 42.00 mm, overall dimensions at crown 47.00 mm, height 57.70 mm, thickness 15.20 mm; satin-finished bezel with brown PVD, micro-shot blasted and satin-finished back cover.
Two upper bridges in stainless steel, micro-shot blasted and satin-finished with brown PVD coating. The back cover is screwed in place. Flat sapphire crystal; exhibition back cover with sapphire crystal.

WATERPROOF TO

10 ATM.

DIAL

Shaped with apertures revealing the movement, cream colour. Applied second time zone scale moulding and sector with logo at 12 o'clock, with brown coating.
Large date at 12 o'clock with applied frame.
Day/night indicator uses 24-hour AM/PM system.

HANDS

Hour and minute hands with exclusive Visconti design. Skeleton hour and minute hands for second time zone. Luminescent coating on hours and minutes.

STRAP AND CLASP

Hand sewn leather, water-resistant strap; exclusive Visconti buckle in satin-finished stainless steel and brown PVD coating.





SPORT



W101 25th Anniversary Up to date SPORT 101-00-103

MOVEMENT

Automatic Swiss Made Soprod SOP A10-2, 25 jewels, MHVJ assortment, Glucydur balance, 28.800 A/h; adjusted to 4 positions, average rate 0 +15 sec./day; soignée finish, power reserve: approx. 42 hours. Dimensions: Ø 25.60 mm., thickness 3.60 mm.

FUNCTIONS

Hours, minutes, sweep seconds; date at 6 o'clock.

CASE

In stainless steel AISI316, micro-shot blasted. Dimensions (approx.): diameter 42.00 mm, overall dimensions at crown 47.00 mm, height 57.70 mm, thickness 15.20 mm; micro-shot blasted bezel, micro-shot blasted and satin-finished back cover. Bezel, case middle and back cover with black PVD coating. Two upper bridges in stainless steel, micro-shot blasted and satin-finished with black PVD coating. The back cover is screwed in place. Flat sapphire crystal; lower porthole in sapphire crystal.

WATERPROOF TO

10 ATM.

DIAL

Round, matt black colour. Applied hour-markers with luminescent red coating. Mounted ring (with applied dots in luminescent material) and framed date window on dial: the display shows seven days and has a dedicated area for the current day.

HANDS

Hour and minute hands with exclusive Visconti design. Red luminescent coating on hours and minutes.

STRAP AND CLASP

In matt micropierced water-resistant leather; exclusive Visconti buckle in satin-finished stainless steel and black PVD coating.





W102 25th Anniversary GMT SPORT 102-01-106

MOVEMENT

Automatic Swiss Made Soprod SOP 9351/A10-2, 25 jewels, MHVJ assortment, Glucydur balance, 28.800 A/h; adjusted to 4 positions, average rate 0 +15 sec./day; soignée finish, power reserve: approx. 42 hours.
Dimensions: Ø 25.60 mm., thickness 5.10 mm.

FUNCTIONS

Hours, minutes, sweep seconds; second time zone hours and minutes at 6 o'clock, day/night indicator at 8 o'clock; large date at 12 o'clock.

CASE

In stainless steel AISI316 micro-shot blasted. Dimensions (approx.): diameter 42.00 mm, overall dimensions at crown 47.00 mm, height 57.70 mm, thickness 15.20 mm; micro-shot blasted bezel, micro-shot blasted and satin-finished back cover. Case middle with black PVD coating. Two upper bridges in titanium, micro-shot blasted. The back cover is screwed in place. Flat sapphire crystal; exhibition back cover with sapphire crystal.

WATERPROOF TO 10 ATM.

DIAL

Shaped with apertures revealing the movement, black colour. Applied second time zone scale moulding and sector with logo at 12 o'clock, with black coating. Large date at 12 o'clock with applied frame. Day/night indicator uses 24-hour AM/PM system.

HANDS

Hour and minute hands with exclusive Visconti design. Skeleton hour and minute hands for second time zone. Luminescent coating on hours and minutes.

STRAP AND CLASP

In matt micropierced water-resistant leather; exclusive Visconti buckle in satin-finished stainless steel and black PVD coating.



VISCONTI
COLLECTION 2013



Elegance

Image

Sport

WARRANTY

Each Visconti of Florence watch is an original Visconti S.r.L. product designed, produced and checked to the highest quality standards to ensure that it is delivered in perfect working order. Each watch has an individual serial number establishing its origin, authenticity and history.

Only Authorised Visconti of Florence Dealers are entitled to offer the services outlined in the International Warranty in accordance with the procedures established by Visconti S.r.L.

Each watch is guaranteed against all forms of malfunction and/or manufacturing defects for a period of thirty-six months after the date of purchase from an Authorised Dealer. Only parts showing a manufacturing defect ascertained by an Authorised Service Centre will be repaired or replaced free of charge.

The International Warranty does not include:

- ageing of the watch and/or strap caused by normal wear and tear;
- defects caused by negligence (for example, exposure to strong magnetic fields or to high temperatures), inappropriate use (or predictable and common conditions of use, for example throwing the watch and/or strap from a great height) or accidents (heavy blows, crushing, abrasion etc.);
- damage caused by unauthorised tinkering or repair;
- loss of impermeability over twenty-four months after the date of purchase;
- theft or loss.

If the owner wishes to avail him/herself of the International Warranty, he/she must take the watch to an Authorised Dealer or Authorised Service Centre with its Certificate of International Warranty filled out in every part and bearing the date of purchase and stamp of an Authorised Dealer. Please ensure that your Warranty is carefully stored in a safe place.

Visconti S.r.L. reserves the right to refuse assistance or spare parts for any watch handed in in breach of its authorised dealership practices and policies or in the event of unauthorised tinkering or unauthorised attempts at repair.







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