



About ventura

Established in 1989, ventura set out to abandon the idea that design is an empirical expression. A focus on content, genuine construction, functionality, and above all a visualization of watchmaking craft has enabled ventura to create honest products where the form is a result of the process.

From the beginning, ventura co-operated with established designers and in 1994, Hannes Wettstein, a young Zurich designer at the time, put forward his proposal. His thorough approach and architectural background enabled him to challenge traditional methods of conception. Rather than proposing a design as such, Hannes put forward a detailed specification.

The aesthetic appearance of the watch would be defined by the functional, technical and material characteristics. The properties of the pure titanium would determine the form. The dial layout should be functional, reduced to its essential elements. The only item to be left undetermined was the watch's price; the aim was to produce a watch from the best materials, free from any cost pressures.

This unconventional approach allowed Hannes to create a truly honest watch...
The v-matic EGO.

A timeless classic returns

In 2016, Stephan Hurlmann, a close friend and colleague of Hannes Wettstein, set out to reconstruct the revered v-matic EGO. For Stephan it was a labour of love and his meticulous approach saw the development of countless samples, hundreds of tests and many hours spent in the 'Museum für Gestaltung Zürich' where the ventura archives are located.

3 years later, ventura is now pleased to announce the return of this iconic watch.

A new focus

Rather than working with distribution partners, ventura will focus on a modern, direct-to-consumer approach. Not only will this new strategy enable a revised price calculation that will benefit the final consumer, but it also allows for the most direct and approachable system between the brand and its customers. To 'kickstart' this new approach and to build a highly engaged community, the v-matic EGO will be relaunched via [Kickstarter](#).

By working with backers directly, we'll be able to gain invaluable feedback and optimize product development. We're launching on Kickstarter not for funding, but to connect directly with those who can help to shape the future of the brand.



Downloads and links

Dropbox:

https://www.dropbox.com/sh/4qiumaoi8xakcoq/AADbNjDiS6m34C_c84AggJwYa?dl=0

Google drive:

<https://drive.google.com/open?id=1DNRFcrXQXNgcuzOgAKRd9TE8pGmj12bk>

Website:

www.venturawatches.com

Kickstarter page:

Coming soon...



An understated statement



VM11.01L



VM11.01T



VM11.02L



VM11.02T

For all press inquiries, high-res images or samples, please contact:
info@venturawatches.com



Technical specifications

Model

Case diameter: 41 mm.

Material: Hardened titanium – PVD coated.

Architecture: Exhibition snap case back with sapphire window.

Winding crown: Clockwise wind system.

Crystal: Scratch-resistant sapphire lens.

Water-resistance: 30 metres / 3 bar.

Movement

Movement type: Self-winding, Swiss automatic 3 hand date [ETA 2892-A2], custom rotor.

Functions: Centre seconds, minute and hour hands. Date with rapid setting at 6 o'clock. Stop seconds for precise time setting.

Power reserve: 42 hours.

Band (bracelet)

Band: 20mm straight 5-piece link bracelet.

Band material: Hardened titanium – PVD coated.

Clasp: Folding clasp with comfort extension link.

Band (strap)

Band: 20mm straight black leather strap.

Band material: Genuine Italian leather.

Clasp: Folding deployment clasp.

Dial

Dial: Satin sandblast white or black dial.

Detail: Highly legible contrast display. Ventura dot-date system.