



# ARTYA 3 GONGS MINUTE REPEATER, REGULATOR & DOUBLE AXIS TOURBILLON 1/1



ARTYA'S MOST COMPLICATED WATCH EVER...AND A TRUE WATCHMAKING  
FIRST

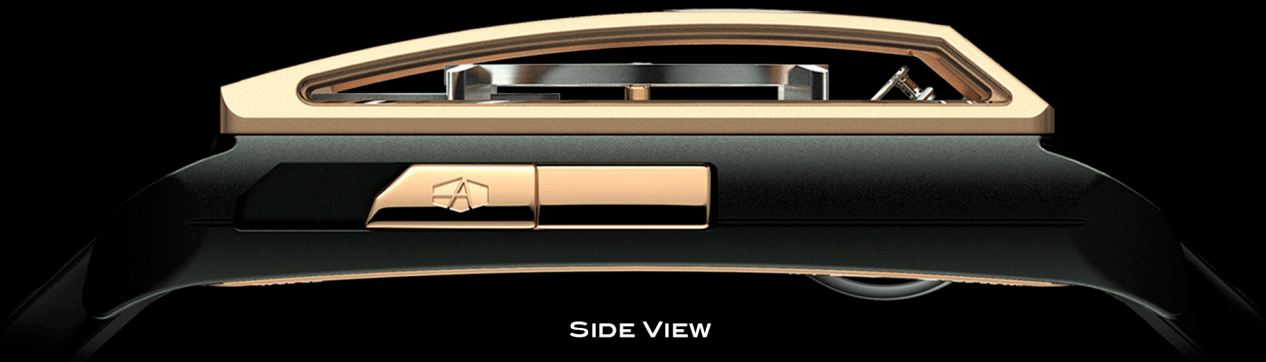
THERE'S NO QUESTION THAT THERE IS A LOT GOING ON IN ARTYA'S NEWEST COMPLICATION, EXPANDING THE BRAND'S COMPLICATIONS LINE, AND THAT'S EXACTLY HOW YVAN ARPA, FOUNDER AND PRESIDENT OF ARTYA, WANTED IT.

"I WANTED TO DO SOMETHING COMPLETELY DIFFERENT," ARPA SAYS. "SOMETHING SPECIAL, SOMETHING THAT THE WATCH INDUSTRY HAS NEVER SEEN BEFORE. AND WE HAVE DONE IT, WITH A DOUBLE AXIS TOURBILLON COMBINED WITH A MINUTE REPEATER WITH THREE GONGS."

THE PROJECT WAS INITIATED WHEN ARPA CREATED THE SON OF SOUND TOURBILLON AND HE STARTED TO THINK ABOUT EXPANDING THE COLLECTION TO INCLUDE A SPECIAL MINUTE REPEATER. INSPIRED BY THE EXCEPTIONAL SOUND OF THE FAMOUS BO DIDDLEY 1959 GRETSCH GUITAR, ARPA DESIGNED A UNIQUE CASE TO AMPLIFY THE SOUND AND SHOW OFF THE INCREDIBLE MOVEMENT, THE MAINPLATE OF WHICH LOOKS LIKE THE GRETSCH GUITAR.

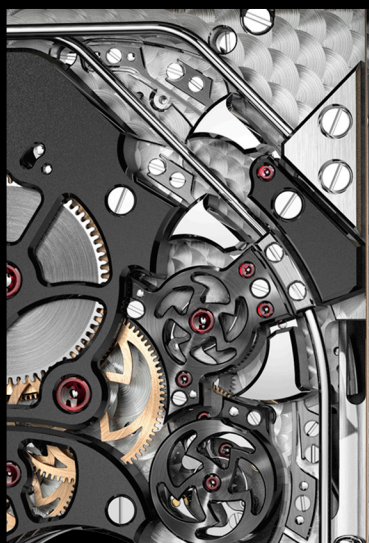


THE CASE DESIGN WAS INSPIRED BY HOUSES DESIGNED FOR LIVING AT THE BOTTOM OF THE OCEAN, WHILE ALL THE MATERIALS USED FOR THE CASE AS WELL AS ITS SHAPE ARE ALL INTENDED TO MAXIMISE THE SOUND.



SIDE VIEW

ARTYOR & TITANIUM CASE  
DESIGN & CONCEPT BY YVAN ARPA



THE 3 GONGS

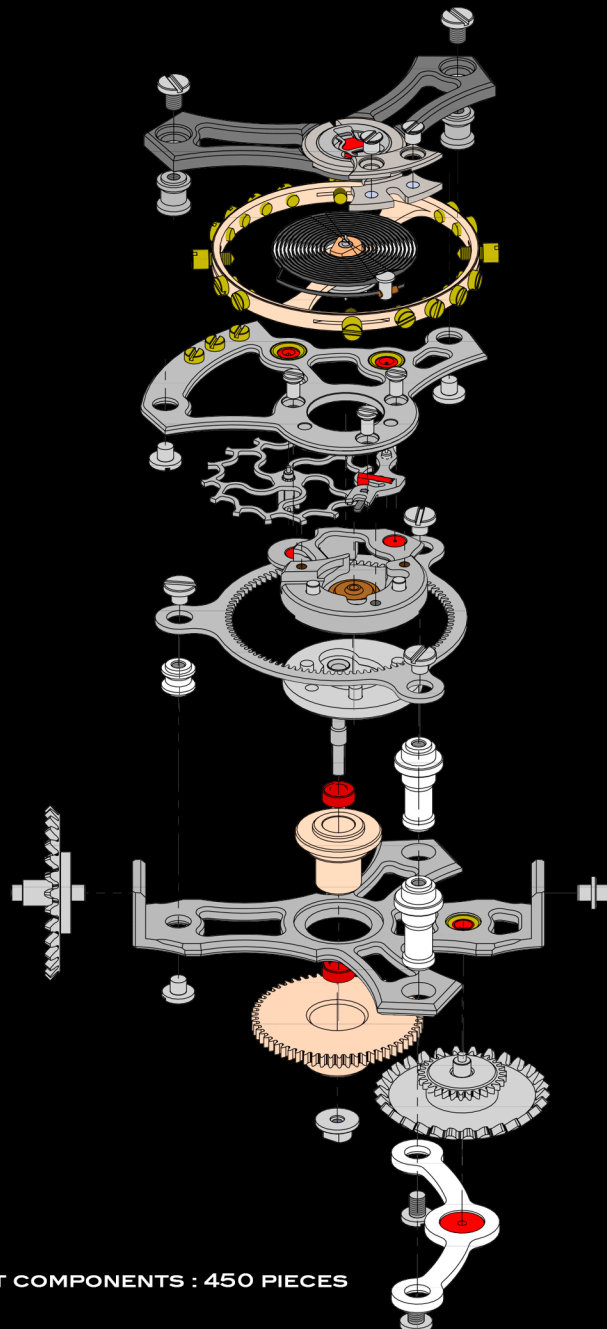
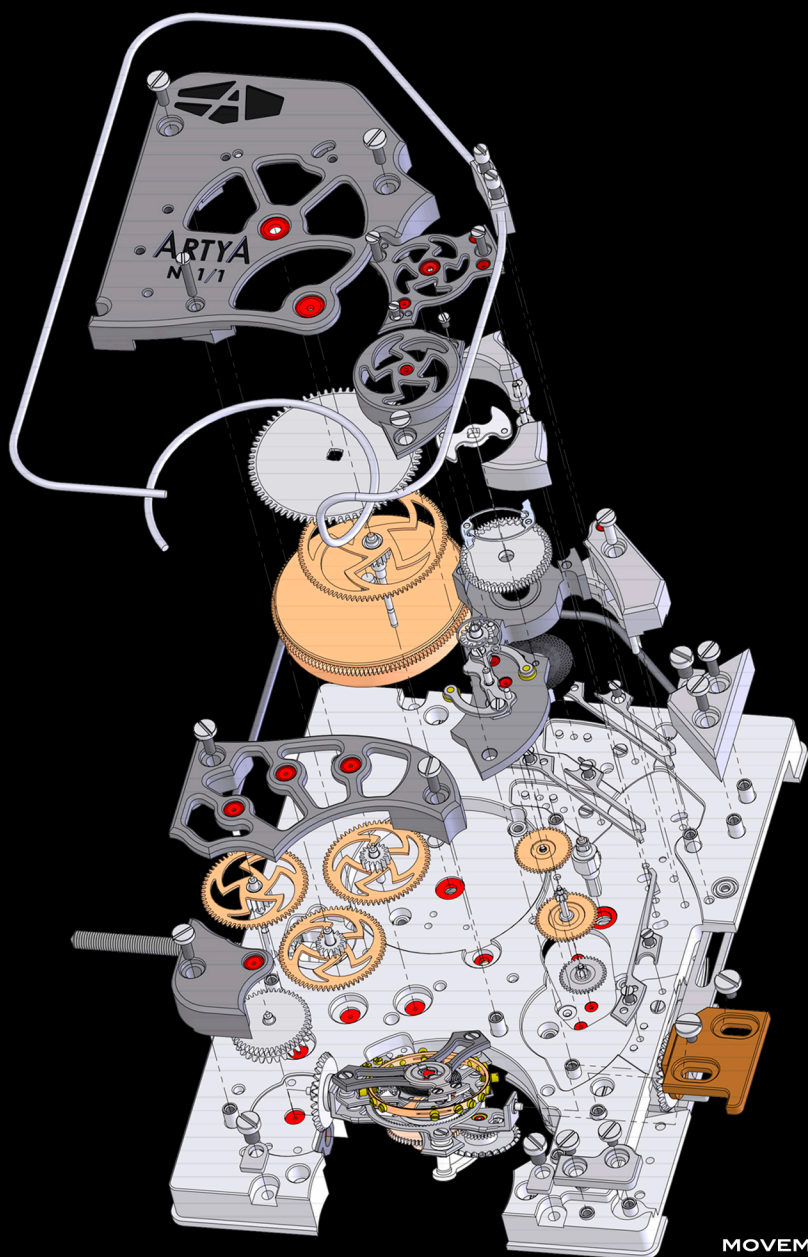
THE SAPPHIRE BACK OF THE WATCH EVEN HAS A SPACE-EXPANDING BUBBLE IN THE CRYSTAL TO ADD TO THE VOLUME OF THE SOUND, AND TO ALLOW THE TOURBILLON TO TURN ON ITS SECOND AXIS.

THE MINUTE REPEATER HAS THREE GONGS – ONE TO LET THE CUSTOMER KNOW THAT THE MINUTE REPEATER CHIMING SYSTEM IS ENGAGED, ONE FOR THE HOURS, ONE FOR THE MINUTES AND THE TWO STRIKING TOGETHER FOR THE QUARTER HOURS.

THE GONGS, THE PARTS THE HAMMERS STRIKE, ARE SPECIALLY DESIGNED FOR THE CASE, WINDING THROUGH THE MOVEMENT AND AROUND THE TOURBILLON CAGE.



IN FACT, UPON PURCHASE, CUSTOMERS CAN EVEN FINE-TUNE THE SOUND OF THE MINUTE REPEATER TO EXACTLY FIT THEIR TASTES, WITH THE HELP OF ARTYA'S MASTER WATCHMAKER. THE GONG RESERVED FOR THE START OF THE MINUTE REPEATER IS A FIRST, AND ARPA DEMANDED IT BECAUSE HE KNEW THAT MANY USERS OF MINUTE REPEATERS WERE CAUTIOUS ABOUT HANDLING THEIR WATCHES TOO ROUGHLY AND DON'T PUSH THE SLIDE HARD ENOUGH TO ENGAGE THE MECHANISM. "THE MINUTE REPEATER IS AN ALL OR NOTHING SYSTEM," HE EXPLAINS. "THIS WAY, THE CUSTOMER KNOWS THAT HE'S PUSHED HARD ENOUGH TO GET THE MINUTE REPEATER STARTED."



MOVEMENT COMPONENTS : 450 PIECES

THE TOURBILLON ITSELF IS VERY COMPLEX, TURNING ON TWO AXES – ROTATING IN 60 SECONDS IN ONE AXIS AND IN 30 SECONDS IN THE OTHER AXIS, WHICH IS VERY FAST. THE CAGE OF THE TOURBILLON IS COMPRISED OF 50 PARTS USING TEN DIFFERENT MATERIALS TO MAKE IT LIGHT YET STRONG ENOUGH FOR THE OPERATION.

THE CASE ITSELF IS A WORK OF ART, USING SAPPHIRE CRYSTAL ON THE SIDES, THE TOP AND THE BOTTOM, TO SHOWCASE THE MOVEMENT ON ALL LEVELS AND TO ALLOW FOR THE SOUND OF THE MINUTE REPEATER TO BE PHENOMENAL.

THE WATCH IS POWERED BY TWO BARRELS, ONE FOR THE MOVEMENT AND ONE FOR THE MINUTE REPEATER. THE FIRST BARREL IS BIG, AS THE DOUBLE AXIS TOURBILLON REQUIRES A GREAT DEAL OF ENERGY TO OPERATE, WHILE THE BARREL FOR THE MINUTE REPEATER IS SMALLER, AND THE SPRING IS CHARGED WHEN THE SLIDE IS ACTIVATED.

THE TIME DISPLAY IS A NOD TO THE TRADITION OF WATCHMAKING – A REGULATOR DISPLAY WAS THE ULTIMATE IN PRECISION, AS WATCHMAKERS USED THE LARGE MINUTES TO REGULATE THE WATCHES THEY WERE WORKING ON. IN ADDITION, THE REGULATOR DISPLAY ALLOWED ARTYA TO KEEP THE WATCH WEARABLE, AS A REGULAR HOUR AND MINUTE HAND WOULD HAVE MADE THE CASE TOO THICK AND BULKY, TO ALLOW THE HANDS TO PASS EACH OTHER.

THE MOVEMENT HAS BEEN REALIZED BY COMPLICATIONS SPECIALIST MHC, AND THE PRODUCTION AND ASSEMBLY REQUIRES OVER 1,000 HOURS OF HAND WORK TO COMPLETE.

THE NEW MINUTE REPEATER DOUBLE AXIS TOURBILLON REGULATOR IS A FIRST FOR ARTYA AND FOR THE WATCH INDUSTRY. A MASTERPIECE OF SIGHT AND SOUND ON THE WRIST.

# TECHNICAL SPECIFICATIONS:

- BARREL BRIDGE**  
 - BLACK RUTHENIUM  
 - BEADBLASTED  
 - POLISHED CHAMFER  
 - SHINY BLACK-LACQUERED ENGRAVING

- MAINPLATE**  
 - RHODIUM  
 - CIRCULAR-GRAINED  
 - STRAIGHT-GRAINED RIMS  
 - POLISHED CHAMFER

- GONG STUD**  
 - STEEL  
 - VERTICAL SATIN-BRUSHED  
 - POLISHED CHAMFER

- 3RD HAMMER BRIDGE**  
 - BLACK RUTHENIUM  
 - BEADBLASTED  
 - POLISHED CHAMFER

- HAMMERS**  
 - STEEL  
 - POLI BLOQUE  
 - POLISHED CHAMFER  
 - FINELY STRAIGHT-GRAINED RIMS

- FUSEE BRIDGE**  
 - BLACK RUTHENIUM  
 - CIRCULAR SATIN-BRUSHED AROUND THE CENTRAL JEWEL  
 - POLISHED CHAMFER

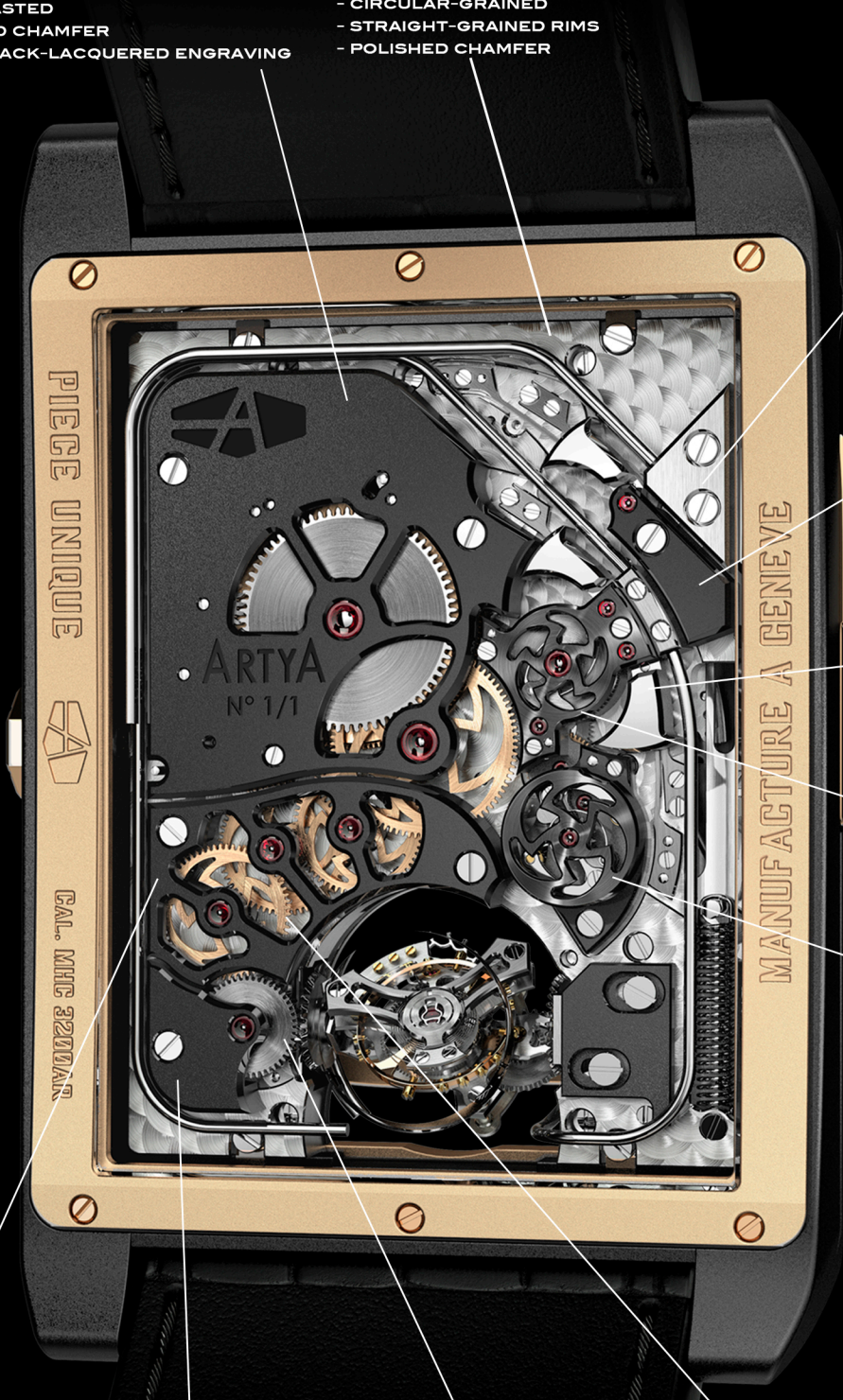
- INERTIA FLYWHEEL BRIDGE**  
 - BLACK RUTHENIUM  
 - CIRCULAR SATIN-FINISHED AROUND THE CENTRAL JEWEL ON THE UPPER SIDE  
 - CIRCULAR SATIN-BRUSHED ON THE UNDERSIDE  
 - POLISHED CHAMFER

- GEAR-TRAIN BRIDGE**  
 - BLACK RUTHENIUM  
 - BEADBLASTED  
 - POLISHED CHAMFER

- 45° BRIDGE**  
 - BLACK RUTHENIUM  
 - BEADBLASTED  
 - POLISHED CHAMFER

- 45° WHEEL**  
 - STEEL  
 - CIRCULAR SATIN-FINISHED

- GEARS IN GOLD 5N**  
 - CIRCULAR SATIN-FINISHED ABOVE AND BELOW



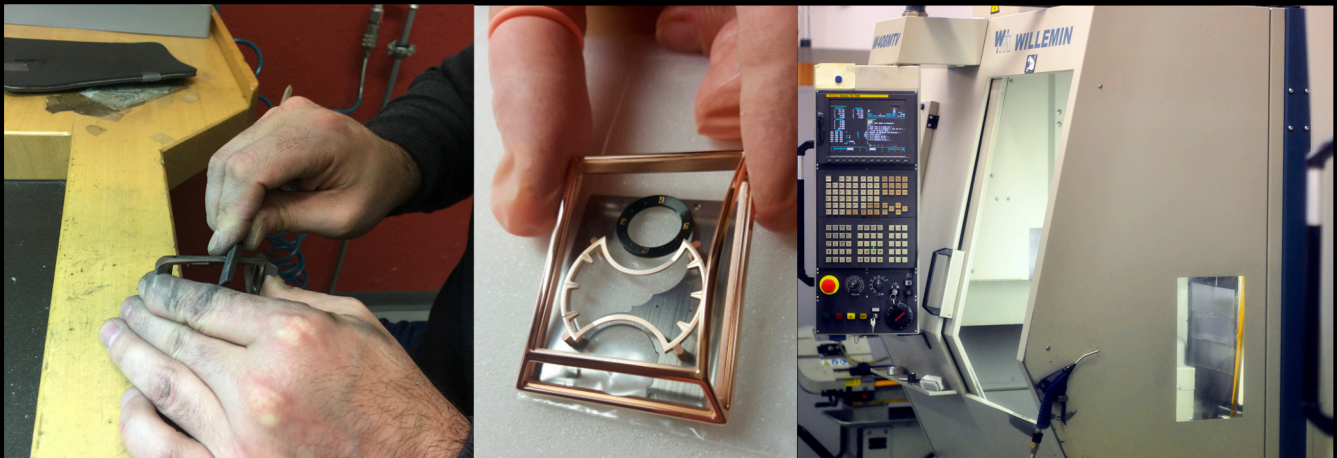
**TECHNICAL DATA:**

MOVEMENT COMPONENTS : 450  
 SPECIFIC AND UNIQUELY SHAPED THIRD GONG SIGNALING THE ACTIVATION OF THE MINUTE REPEATER SLIDE  
 MINUTE REPEATER GONGS WITH A SPECIFIC AND UNIQUE SHAPE  
 CENTRAL MINUTES INDICATION, OFFSET HOURS INDICATION  
 POWER RESERVE: 64 HRS  
 46 JEWELS  
 FREQUENCY: 21,600 VPH  
 TOURBILLON DIAMETER : 13.60MM  
 CASE DIMENSIONS: 64.6x47.3 MM, DEPTH: 18.1MM  
 HOURS, MINUTES, SECONDS ON TOURBILLON  
 ARTYOR & TITANIUM CASE  
 FIVE NON-REFLECTIVE SAPPHIRE CRYSTALS, FRONT AND BACK  
 OPEN BACK  
 CROCODILE STRAP

EXCEPTIONAL TIMEPIECE :

- ARTYA MINUTE REPEATER WITH 3 GONGS, REGULATOR AND DOUBLE AXIS TOURBILLON
- THE DISTINCTIVELY SHAPED GONGS PASS THROUGH THE MOVEMENT, GENERATING AN INCREDIBLE SOUND ENTIRELY DIFFERENT TO THAT WHICH WE ARE ACCUSTOMED.
- THE DESIGN OF THE MOVEMENT WAS INSPIRED BY THE ARTYA SON OF SOUND COLLECTION, AND IN PARTICULAR BY A VERY SPECIFIC GUITAR: THE 1959 GRETSCH BO DIDDLEY.
- THE SOUND OF THE MINUTE REPEATER MAY BE CUSTOMISED AFTER PURCHASE BY ADJUSTING THE GONGS AND THE TIMBRE.
- THE TOURBILLON COMPOSED OF 10 DIFFERENT MATERIALS ROTATES IN ONE MINUTE ON ONE AXIS AND IN 30 SECONDS ON THE OTHER, MAKING IT A VERY SPECTACULAR SIGHT.
- MAIN MATERIALS USED : QUENCHED TUNGSTEN, GOLD, TITANIUM GRADE 5 AND STEEL
  - VERY SPECIFIC TIMBRE MADE FOR AN INCREDIBLE SOUND
  - DESIGN & CONCEPT BY YVAN ARPA, ENGINEERED BY MHC

MORE THAN 1000 HOURS OF HAND FINISHING WORK ON THIS EXCEPTIONAL MASTERPIECE ENTIRELY MANUFACTURED IN GENEVA SWITZERLAND



SC2 SA, THE PRODUCTION UNIT OF ARTYA



MHC

