

RADO CERAMICA

I fjor relanserte Rado sin ikoniske serie Ceramica i design samarbeid med den kjente industrielle designeren Konstantin Grcic. Dette oppdaterte merkevaren sin kjente geometriske serie med et nytt og moderne utseende. Med sterke linjer og forsiktig buede silhuetter er Ceramica perfekt for de som liker det minimalistisk. Etter suksessen med de to matte Ceramica modellene som ble lansert i fjor har Rado lagt til enda en sort matt keramisk klokke i kolleksjonen. Indeksene og viserne er belagt med Super-LumiNova® og Rado markerer med denne modellen den første klokken med automatikk verk i Ceramica serien.



Veil. pris 23.300,-

The iconic Rado Ceramica

Watchmaker adds three new pieces to redesigned collection

(Lengnau, Switzerland – 2017) Swiss watchmaker Rado made waves last year with the relaunch of its iconic Rado Ceramica collection. Teaming up with renowned industrial designer Konstantin Grcic, the brand updated its well-known, starkly geometric timepiece with a contemporary new look for the current zeitgeist. Now three new additions to the Ceramica family have arrived and are ready to make a bold impact on the wrist.

With strong lines and gently curved silhouettes, these three new Ceramics are ideal for fans of minimalism. Following the success of the two matt Ceramics that were unveiled last year, another model in matt black high-tech ceramic has been added to the collection. For a softer look that is no less visually compelling, two models in grey high-tech ceramic are also available. The polished grey version features the same Super-LumiNova® indexes as its matt black counterpart, while the dial of the matt grey version boasts a vertically brushed finished and concave dots that function as indexes. This collection marks the first time that automatic movements have been used in the Ceramica family.

Greyscale cool

As the name indicates, the Ceramica is made from high-tech ceramic, a material favoured by luxury watchmakers for its incredible marriage of lightness and scratch resistance. The aesthetic properties of high-tech ceramic are no less impressive: An astonishing range of colours and finishes can be crafted from this futuristic material, which was first used in the medical and aerospace industries before Rado pioneered its use in watchmaking. High-tech ceramic is also hypoallergenic and adapts readily to the wearer's body temperature, making it gentle and comfortable against the skin.

Seven high-tech ceramic colours – black, white, plasma, grey, brown, green and blue – are now featured in Rado's collections. The launch of the grey Ceramica marks the first time that this high-tech ceramic colour has been featured in the Ceramica family. Grey high-tech ceramic has debuted in the Ceramica collection with two finishes: a subtle, earthy sandblasted matt and a perfect high-gloss polish, a testament to the versatility of this remarkable material.

For designer Konstantin Grcic, colour functions as a kind of coding: "Applied to an object, colour is both functional and emotional. For example, a black watch is perceived to be elegant, but also quite masculine, professional. A grey watch, in comparison, is less gender specific. The colour has a contemporary connotation. It feels younger, less classical." For Rado, colour means not only something beautiful to behold, but also represents the brand's dedication to technical achievement and drive for innovation.

About Konstantin Grcic

Konstantin Grcic is one of the world's foremost industrial designers. He has developed furniture, lighting, accessories and housewares for leading brands, with many of his products receiving prestigious international design awards. Known for his passion for technology and materials, Grcic was a natural choice for the 2016 redesign of the iconic Rado Ceramica. Famed for his pared-down pieces, Grcic is often referred to as a minimalist, but the designer himself prefers to speak of simplicity.

About Rado

Rado is a globally recognised brand, famous for innovative design and its use of revolutionary materials to create some of the world's most durable watches. Ever since its beginnings in Lengnau, Switzerland, Rado has had a pioneering spirit, with the brand philosophy "if we can imagine it, we can make it" still holding true today.



Ref. 561.0808.3.015
Rado Ceramica

Movement	7 ³ / ₄ ETA 2671, automatic, 25 jewels, 3 hands, date at 6 o'clock
Case	matt black high-tech ceramic monobloc case black PVD coated titanium case back matt black high-tech ceramic crown curved sapphire crystal, metallised and glued water-resistant to 5 bar (50m)
Dial	vertical brushed black, white printed indexes with Super-LumiNova® matt grey moving anchor symbol matt grey printed Rado and Automatic logos
Hands	matt grey with white Super-LumiNova®
Bracelet	matt black high-tech ceramic links black PVD coated stainless steel inner chain brushed titanium 3-fold buckle
Dimensions	30.0 x 41.7 x 12.3 (WxLxH in mm)



Ref. 561.0850.3.011
Rado Ceramica

Movement	7 ³ / ₄ ETA 2671, automatic, 25 jewels, 3 hands, date at 6 o'clock
Case	grey high-tech ceramic monobloc case titanium case back grey high-tech ceramic crown curved sapphire crystal, enameled and glued water-resistant to 5 bar (50m)
Dial	lacquered polished grey, printed indexes in natural colour Super-LumiNova® matt grey moving anchor symbol matt grey printed Rado and Automatic logos
Hands	matt grey with natural colour Super-LumiNova®
Bracelet	grey high-tech ceramic links black PVD coated stainless steel inner chain brushed titanium 3-fold buckle
Dimensions	30.0 x 41.7 x 12.3 (WxLxH in mm)



Ref. 01.561.0846.3.010
Rado Ceramica

Movement	7 ³ / ₄ ETA 2671, automatic, 25 jewels, 3 hands, date at 6 o'clock
Case	<p>matt grey high-tech ceramic monobloc case titanium case back matt grey high-tech ceramic crown curved sapphire crystal, enameled and glued water-resistant to 5 bar (50m) special engraving on case back: LIMITED EDITION ONE OUT OF 701</p>
Dial	<p>vertical brushed rhodium coloured, black recessed dots matt grey moving anchor symbol matt grey printed Rado and Automatic logos</p>
Hands	black
Bracelet	<p>matt grey high-tech ceramic links black PVD coated stainless steel inner chain brushed titanium 3-fold buckle</p>
Dimensions	30.0 x 41.7 x 12.3 (WxLxH in mm)











