



SRD

## 01 : INSPIRATION

Maximum visibility.

Looking at a glance in every environment, every condition and quickly getting the time.

Made to explore and feel.

Climbing a mountain, jumping out of a plane, running at night, riding a bike or even sitting in a meeting glancing at your hand lying on the table, counting down the time for your next adventure.



## 02 : HERITAGE

From the explorer to the alpinist. Inspired by the designs with bold indices, with prominent lume and high readability.



# 03 : DECONSTRUCTION

**Dial diameter : 28.5 mm**

Fitting all Namoki cases and Seiko OEM

**Unique shapes : 3.7 x 3.7 mm**

Using a square size as the base to fit everything in place and aligned.

Applied indices to read the time in short angles and divides the dial in 4 quarters.

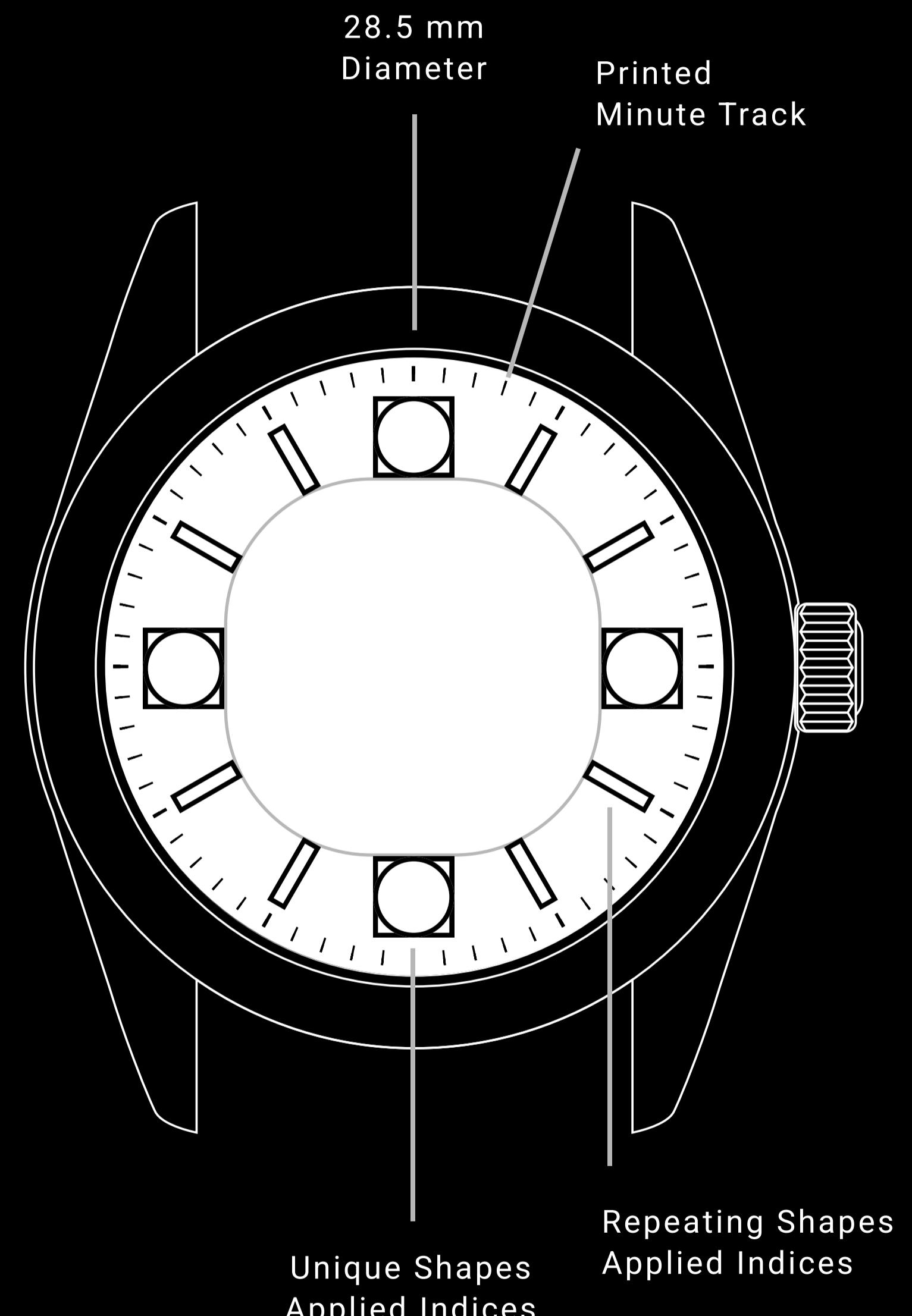
Unique shapes to understand the orientation of the watch with less cognitive load.

**Repeating shapes : 3.3 x 0.9 mm**

With applied indices and thinner areas to create a distinction between the orientation quarters and the in-between hours.

**Printed minute track**

Detailed min and sec, invisible at a glance



## 04 : ICONOGRAPHY

*“Simplicity is the ultimate sophistication.”*

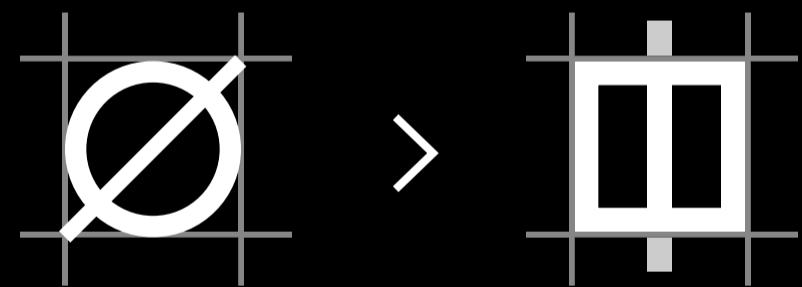
**Leonardo da Vinci**

Clearly communicate  
the time at a glance.  
Simplify the form to  
create a big impact and  
let the human creativity  
fill-in the gaps.



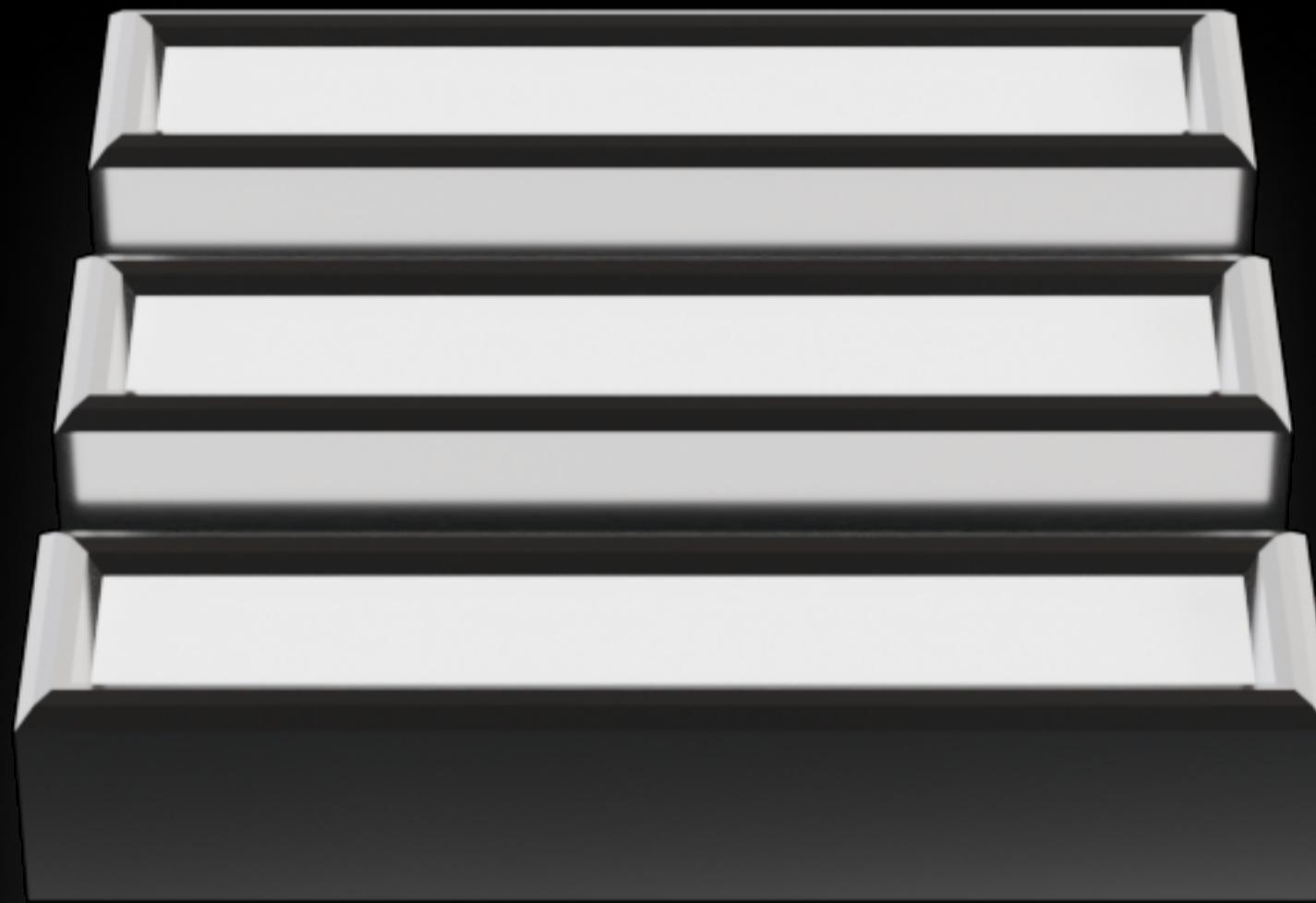
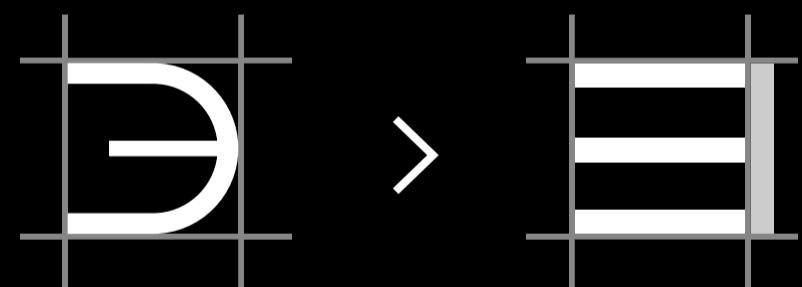
# TIME STARTS AT ZERO

The language abstracts the zero shape to create a single character that is clearly different from the other shapes with a vertical full height line that contrasts with the full horizontal lines of the next icons



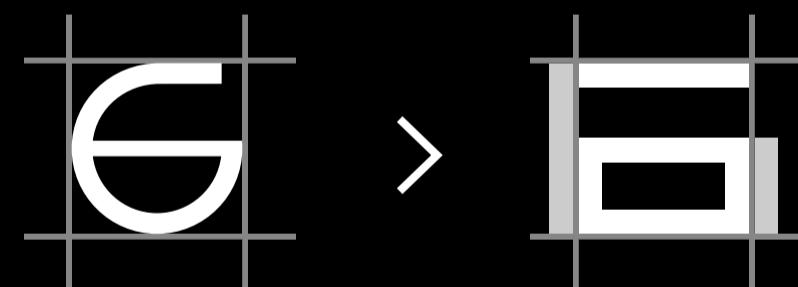
# SIMPLY THREE

Inspired in the old nordics writing. By removing the right vertical bar, a new type of language is created. It defines the next 2 icons, projecting an enigmatic shape.



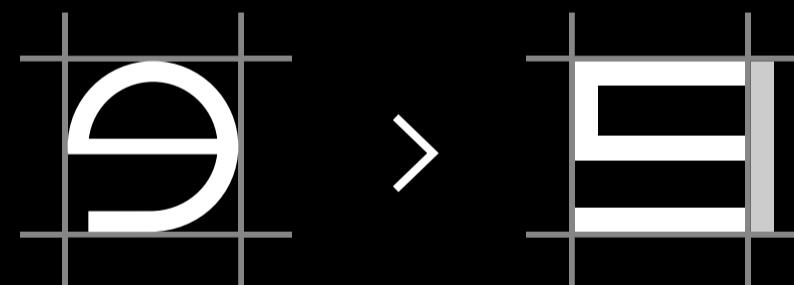
## PERFECTLY BALANCED SIX

As the anchor of the dial, the shape needs to divide and equally distribute the area between each side. Teaming up with zero to show the angle of time, it's a reminiscence of the mysteries of the orient.



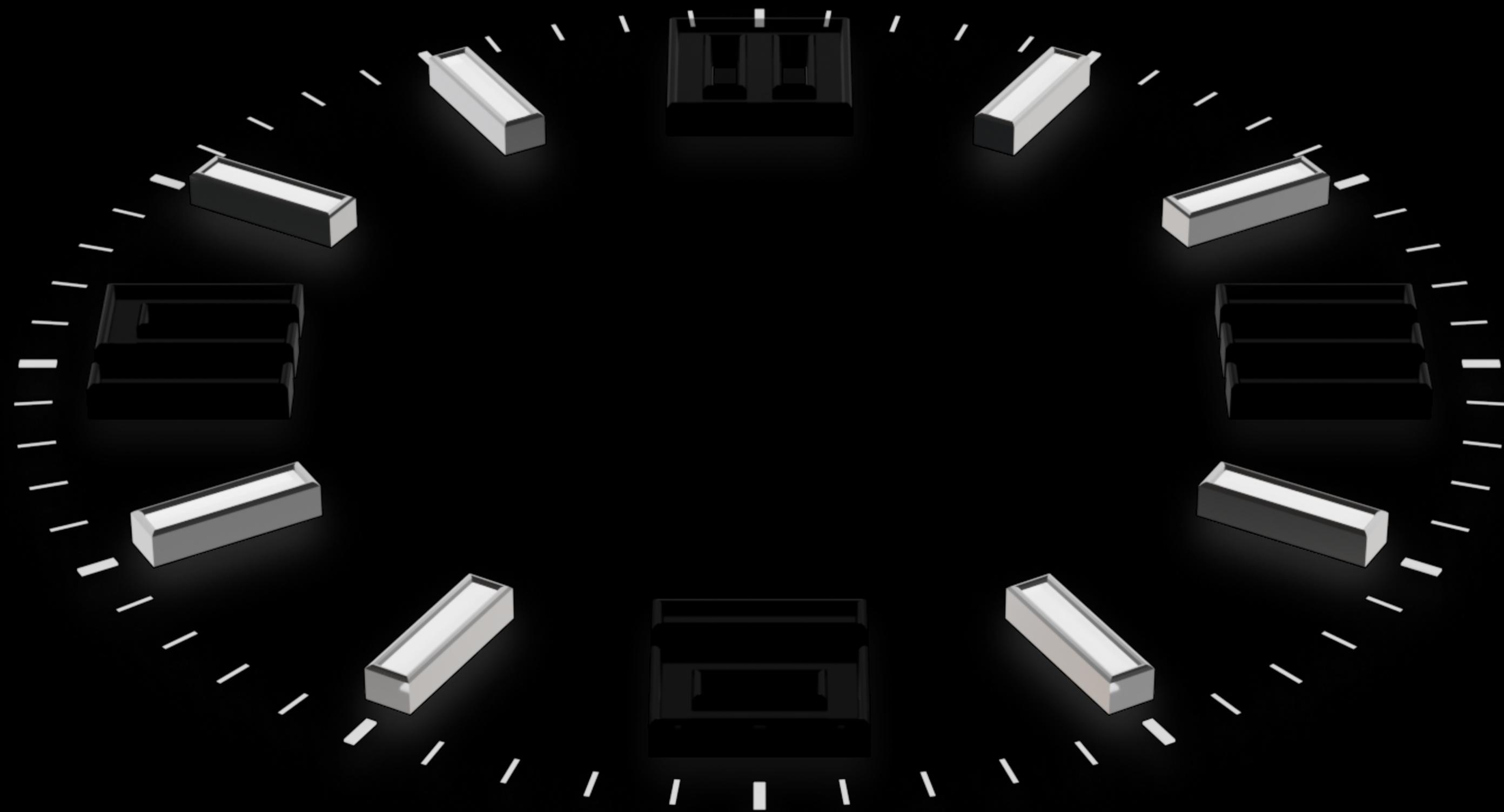
## FUTURE NINE

Looking ahead to what's to come, predicting the change and acknowledging that everything comes to an end. Nine looks boldly into the future reminding that evolution is part of life and death.



## TIMELESS PRECISION

The strong bars align with the icons in perfect harmony, but they aren't attention seekers. When the world pauses and breathes, the printed minute and second tracker allows for specific time reading.

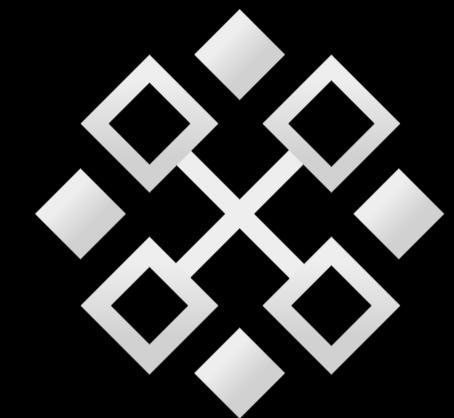


## 05 : DESIGN



## 06 : DESIGN AT A GLANCE





D E S I G N E D   B Y   J D

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