

Nomad

PRESS RELEASE
17 September 2015

Designing Time

New watch brand Nomad launches **Mòltair** by Samuel Wilkinson

It doesn't track your steps. It doesn't monitor your heart rate. It doesn't even receive emails. It does, however, have more character and charisma than the smartest watch on the market.

The first timepiece to be released by new Scottish watch brand Nomad, **Mòltair** is the work of designer **Samuel Wilkinson**, and represents a renaissance in 'pure' watchmaking, inspired not by ever-increasing tech features, but by innovative design, meticulous detailing, and the perfect balance of form and function



'A watch has always been more than just a timepiece; it is the perfect way to express your individuality.' – Samuel Wilkinson

Craft and Creativity

Taking its name from the Gaelic word for a cast, **Mòltair** has a textured stainless steel casing designed to mimic the shape of a cast iron pot. The strap is fashioned from organic Swedish leather, which is attached to the casing via a cleverly engineered stainless steel backplate and fastened with a custom clasp.

Wilkinson's design juxtaposes clean lines and soft arcs, creating a bold minimalist silhouette complemented by a bevelled mineral crystal glass and a clutter-free face. The sharp angles and oblong shape of the oversized hands create a strong geometric contrast to the smooth curve and coarse texture of the casing, while their colour combinations inject an element of playfulness. For its launch edition, Mòltair is available in three colours: carbon (black), steel (silver) and gold, with different coloured hands on each. Designed for both women and men, the Mòltair reflects Nomad's mission to create timepieces that combine finely tuned design with genuine quality.

Samuel Wilkinson – creator of the celebrated Plumen 001 lightbulb and the soon-to-be-unveiled Ommatidium sculpture in Shoreditch – is the first designer invited to collaborate with Nomad. The brand plans to release an ongoing series of watches, each embodying the creative vision of a different global design studio.

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Storytelling and Simplicity

Nomad was founded by Alan and Kelsey Moore, both veterans of the watch trade, who aimed to create a brand that showcased the best of contemporary design while embodying the company's passion for clean-lined, contemporary and expertly crafted products that tell a story and reflect the personality of the wearer.

"Our name reflects our desire for ever-changing surroundings and exploration through design. Calling on a global network of collaborators, each watch will carry the clean lines and durable sensibilities of Nomad, as well as nuances of the designer's own environment. From this core ethos, every watch we make will not only have true design integrity, but it will also be an authentic reflection of Nomad – it will be a product with a real story, and something we're proud of."

– Alan Moore, Co-founder



The Mòltair will be available to buy from 24 September, priced at £215, at nomadwatches.com.

For more information and images, or to arrange interviews with Nomad or Samuel Wilkinson, please contact Sabine Zetteler at sabine@zetteler.co.uk or call [+44\(0\)7791 568890](tel:+44(0)7791568890).

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NOTES FOR EDITORS

About the Nomad Mòlltair

Designer	Samuel Wilkinson
Case	316L stainless steel
Strap	Organic vegetable-tanned leather from Tärnsjö Garveri, Sweden
Glass	Bevelled mineral crystal
Movement	Japanese Quartz (Miyota 2036)
Weight	63 grams
Strap width	20mm
Case diameter	41mm
Water resistance	3 atm
RRP	£215

About Samuel Wilkinson

Samuel Wilkinson's commitment to designing interesting objects is apparent in his work, always looking to add a fresh dynamic approach in either form or function. His deep understanding of materials and manufacturing helps him to push the boundaries whilst still achieving a high level of detail and craftsmanship.

Samuel graduated in Furniture and related product design at Ravensbourne College of Art & Design in 2002. After working for 5 years for leading consultancies he set up his own studio in 2008. The studio's work diversifies across various disciplines from small products to large public projects. Samuel's work has been published worldwide and has won numerous awards including two of the highest honors in design, Design of the Year from the London Design museum and the Black pencil from the D&AD. His work is featured in permanent collections of some of the most regarded museums including the MoMA, The Victoria and Albert Museum, The Smithsonian Cooper-Hewitt Collection, The Art Institute of Chicago and the Design Museum in Helsinki.

samuelwilkinson.com

Behind The Time | Q & A with Samuel Wilkinson, designer of the Nomad Mòlltair

How did your collaboration with Nomad come about?

Nomad contacted me at the start of 2014 and after speaking with them about their vision for the brand I realised there was a synergy between us. Another reason was that they gave me total freedom to express my vision, which was important. This is my first watch so it was always an interesting proposition. Watches, like chairs, have been overdone and the market is saturated, so the challenge is harder to find a design with its own signature or unique identity, which I hope I have achieved.

What was your starting point for the design of Mòlltair?

I wanted to design a watch that I would like to wear; something that was expressive and a bit avant garde but still functional; a refined watch that has subtlety and depth that would still be appreciated as much 10 years later as on the first day it was worn.

The ambition for Mòlltair was to create a watch that had an iconic, identifiable character, where 'as time passed', the hands would make an interesting changing graphic as they rotated. The aim was to design something that was affordable and where every detail had been really cared for – from the junction between case and strap, to

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the metal texture on the case, to the thick bevelled crystal to the colour palettes of the hands. Every part is bespoke and has been thought through in great detail.

The hands are unusually thick and chunky – what was the thinking behind this?

We wanted to make the hands a strong centrepiece, so we chose a set of wide graphic hands that create a different combination of geometric forms that change through the hours. As the face has had all markings removed we needed to work hard on the interaction between the hands so we went through hundreds of iterations of slight positional movements and sizes until we ended with the right result.

What materials did you choose and why?

We wanted to set this watch apart from most other 'design watches', which appear to be designed from a 2D perspective, front-on (ie: the hands, face, dial), so we made sure that the profile, construction and back of the case is as much its signature as its face. From the start it was our intention to produce a piece that would age well and have a solid construction – so cast metal and high-quality natural leather were first choice.

It was important to me that the watch had an honest materiality, so the bespoke texture that wraps around the sides and back of the stainless steel case was really important. This visually communicates the manufacturing process and shows the solidity of the construction.

How is Mølltair made?

Mølltair's case is cast in solid stainless steel, which is then milled out. The carbon (black) and gold cases have an ion-plated finish (super resistant coating). On the back, the connection to the single component strap is created by two extruded registrations clamping the pressed leather to the case via a 1.5mm stainless steel engraved plate and four micro screws. This lifts the case, allowing it to float above the wrist and produces a smaller area that touches the skin. The hands are made from lightweight aluminium so that we could achieve the desired size, as they would not be possible in brass, which is the industry-standard material for hands.

The crystal is 2mm thick, so it is really protective, with a wide bevelled edge that blends out to the fine metal rim. This magnifies and distorts the crisp geometric hands when viewed from the side. The strap is made from natural untreated leather from renowned Swedish leather factory [Tärnsjö Garveri](#).

Tell us more about the packaging?

It was important to make sure the watch was very sustainable by using solid hardwearing materials (solid stainless steel case, thick 2mm crystal) plus an easily replaceable strap (natural vegetable tanned leather) that ages gracefully with the patina of use. For the packaging we wanted to come up with an equally sustainable bespoke solution. The watch is placed into a solid 20mm natural pressed felt block, which can be reused for storing your watch at night, and is then vacuum sealed (like a fish) into a light weight recyclable bag. This keeps the watch safe and compact while also producing an interesting experience on opening the package.

What was the biggest challenge?

Being new to an industry – as I was to the watch industry – it sometimes can help to really push details through. For example when we asked for a heavy sand-cast texture on the case, the supplier said 'We can't do that' (as in 'we haven't done that before'), and you're like, 'Can you try?' Then, after a bit of toing and froing, they try it and it works. To get every detail really up to the desired level has taken patience, but now that the final samples have arrived it has all come together really well.

Arguably, technology has advanced beyond the point where traditional, single-function watches are necessary – why do you think people still wear them?

I think recent publicity for smart watches has reignited the analogue watch market. The need for a means to quickly refer to the time is still here – this need will not go away. I think lots of people want to express themselves without having to be surrounded by technology. We have our phones for all the information for our lives, so at present there is no rush for a second screen with more of the same info. A watch has always been more than just a timepiece, it is the perfect way to express your individuality.