



Notturnale Drass/Gold: a tribute to the Florentine watch-making tradition

Anonimo launches a new model at Basel 2010: the Anonimo Notturnale drass/gold. This watch is dedicated to the Florentine Della Volpaia family, an influential name in watchmaking, and to the Notturnale, the watch they developed almost five centuries ago. The Notturnale was a revolutionary stage in the history of timekeeping. The Notturnale Drass/Gold is being marketed as a limited edition.

Anonimo's home town is Florence. The city boasts a long history of technological excellence and human creativity. With the Anonimo Notturnale, Anonimo aims to draw attention to the Florentine tradition in instrument- and watchmaking. The Della Volpaia family played an important role in that tradition. With the Notturnale, an innovative, mechanical watch, in the sixteenth century they made a breakthrough in the history of timekeeping. This was the first time that man had succeeded in measuring time, even at night, on the basis of the daily movement of the stars. The Anonimo Notturnale is a tribute to this precious mechanical timepiece that has a place of honour in the Museo di Storia della Scienza in Florence.



Notturno Lorenzo Volpaia



Orologio dei pianeti

At the same time it is a tribute to the Orologio dei Pianeti that Lorenzo della Volpeia created exactly 500 years ago. This planetary timepiece is an instrument of rare refinement and complexity that indicates the exact position of the heavenly bodies in relation to the Earth. Constructing the Orologio dei Pianeti required an in-depth knowledge of astronomy and mathematics and outstanding craftsmanship. It is also very finely decorated.

The Notturnale Drass/Gold by Anonimo is a newcomer to the Cronoscopio series, a collection that has meanwhile become a classic in the Anonimo range. It combines the refined design characteristic of the Cronoscopio with a new case in drass and gold, developed and hand-made in the Anonimo workshop in Florence.

The innovative drass treatment (Double Refinished Anonimo Steel Surface) gives this timepiece its stylish, matt-black finish. Anonimo treats the stainless steel watchcase twice, giving it a dark colour that resembles



titanium. It is a chemical process based on the earlier Ox-Pro treatment. The process was developed in cooperation with the Italian navy with the aim of improving resistance to corrosion and oxidation. It also has an anti-reflective function as required for military applications.

Ox-Pro technology consists of fourteen steps that treat the surface layer of steel using carefully selected acids. Drass goes a step further than Ox-Pro since Anonimo then sandblasts the watchcase to remove the top and less resistant layer.

The face is dark as night with luminous Arabic numerals at 2, 4, 6, 8, 10 and 12 hours.

The gold surround of the date at 3 o'clock, the hands and the second hand on the auxiliary dial at 6 o'clock also have a special luminous coating.

Even the luminous hands that show the time perfectly at night are a nod at the precious Notturnale.

It has sophisticated features such as the golden ring on the crown and the dial. Anonimo's trademark is to

keep the gold elements that give the watch its precious character very discrete.

The Anonimo Notturnale is being produced in a limited edition of 200 numbered watches.

Recommended retail price: 5 300 euros

About Anonimo

Firenze Orologi distributes the watch brand Anonimo. This is the Italian fine watchmaking company that was founded in 1997 in Florence (Italy) by Federico Massacesi, former executive at the fashion house Salvatore Ferragamo. Although the company is still relatively young, it can boast years of experience in manufacturing hand-made top-quality watches.

Handcrafted watchcases are produced in an artisanal way in ateliers existing in Florence since 1939. By means of its luxurious mechanical timepieces, Anonimo continues the Florentine tradition of watch-making. Anonimo, which means 'anonymous' in Italian, refers to Massacesi's philosophy: the product (the watch) is the focus, not an overhyped brand name.

Each year Anonimo makes a very limited number of mechanical watches, made by hand.

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