Here’s a couple of images showing a watch designed by architect Will Alsop with Federico Grazzini for Alessi Watches.
Called Daytimer, the product features an OLED screen tilted towards the wearer by its plastic shell.

It was launched earlier this year and comes in five colours.

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Here’s some information from Alessi:

The Alessi Watches collection represents one of the company’s first collaborations of the twenty-first century, cultivated in partnership with the Japanese watchmaker Seiko. The new 2009 models are designed by Stefano Giovannoni and Will Alsop with Federico Grazzini.

Daytimer is formed of Alsop’s vision of objects in the world. We see it present in the landscape; it has landed in the universe of objects, naturally, effortlessly. It has a smart, adaptable, docile form, which encases it technological core while at the same time it is ironic and natural. Although apparently clumsy, Daytimer wraps complacently round the wearer’s wrist, presenting the owner with is 3D display; the OLED screen conveniently turning towards its owner and wanting to play. Daytimer wants to be owned by its wearer, although inevitably it will attract the attention of others. Daytimer polygonises a human wrist. It loves humans and it wants to be close to them. Or part of them.

Englishman Will Alsop first worked with Alessi for the meta-design project Tea & Coffee Towers in 2003. He now presents his second project for Alessi, a collaboration with Federico Grazzini entitled “Daytimer”, a futuristic wrist-watch in red, green, violet and black polyurethane with a black face and blue digital display. Alsop has recently announced his retirement from architecture to launch a career as a painter, his strong colour palette clearly visible in these new watches.

Posted by Rose Etherington

This entry was posted on Wednesday, October 28th, 2009 at 10:42 am and is filed under Design, Watches and clocks, all. You can follow any responses to this entry through the RSS 2.0 feed. You can skip to the end and leave a response. Pinging is currently not allowed.

14 Responses to “Daytimer watch by Will Alsop with Federico Grazzini for Alessi”

1. Barton Smith Says:
   October 28th, 2009 at 11:58 am
   
   I still find watches a strange thing. If you took away the display with the time, making it just a bangle, it would be nowhere near as desirable. Is that the power of function perhaps?

2. hj Says:
   October 28th, 2009 at 12:21 pm
   
   Alsop should have gone into the watch business way earlier.

3. cpec Says:
   October 28th, 2009 at 4:12 pm