Prix Gaïa 2010

PRESS RELEASE

The Jury for the **2010 Gaïa Prize** has nominated

Mr Jacques Mueller and Mr Elmar Mock

as winners in the *Craftsmanship-Creation* category,

inventors of new technical solutions contained in the patents of the concept of the original Swatch watch

and

Mr Jean-Claude Biver

as winner in the *Entrepreneurship* category

for his career in its totality and in his capacity as visionary businessman and marketing genius.

The prizes will be awarded on the 16th September 2010 at 18.30
at the Musée international d'horlogerie
Salle Hans Erni

There will be musical interludes during the ceremony and refreshments at the end.

In 1993, the Gaïa Prize was created in honour of one of the first « patrons » of the Musée d'horlogerie, Maurice Ditisheim, president of the Board of Directors of the Bureau de contrôle des ouvrages en métaux précieux, a distinction destined to reward prominent figures whose activities, works and studies linked to time have promoted watchmaking and its art far beyond national borders.

Since 2007, the Gaïa Prize has been favoured with the support of the Banque Julius Baer & Cie SA

Musée international d'horlogerie
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Jacques Muller and Elmar Mock

Craftsmanship – Creation

Jacques Muller and **Elmar Mock** are at the origin of an innovative concept of watches and authors of the propositions contained in the patents of the watch which is marketed today under the SWATCH brand.





In 1983, the first Swatch watch appears on the market. Revolutionary in its conception and in its production, it is mass produced, accurate, waterproof, shock-resistant and inexpensive.

It was under the impulse of Ernst Thomke (at the head of the ETA since 1978), that these two designers **Jacques Muller,** engineer in watchmaking, and **Elmar Mock**, engineer in watchmaking and engineer specialised in plastics, developed a cheap quartz watch of which certain features, like the use of the case-back to contain the components, had already been applied in other watches, e.g. the Delirium.

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The main idea of the concept developed is to abandon any repair, thus taking advantage of this abandon to improve profitability and reduction in the cost of the watch.

The Gaïa Prize awarded to Jacques Muller and Elmar Mock seeks to give recognition to the two inventors mentioned in three patents concerning the concept of the Swatch watch. The below-mentioned patents have been the subject of extensions in countries other than Switzerland.

CH 643704 Electronic watch with analogue display (registered 6th March 1981)
This patent protects a watch made of plastic containing a motor with a stator. In the watch described, the gear train is mounted on the stator, which in turn is soldered to the case. The aim of this watch is to *« …supply an electronic watch with analogue display, with a simplified structure, easy to machine and to assemble in mass production, presenting a relatively reduced thickness while allowing enough space for the different components to improve the reliability of the watch. »*

CH646577 Machining process for watch case, means for the implementation of this process and watch case resulting from the implementation of this process (registered 24th June 1981)
This patent refers to the manufacture of the case, more particularly to the method of assuring the waterproofness of the closing system of the space housing the replaceable battery. The essence of the invention is the closing of the lid of the battery housing space by using a rotating movement, while applying ultrasonics.

CH650894 Watch comprising a plastic case with glass and process to fix the glass on the watch case. (registered 12th August 1982)
The glass is fixed on the case by ultrasonics, a process requiring the fulfilment of a series of conditions, resulting in the execution of a watch which is very rigid and waterproof.

It can be noted that the three key inventions of this concept require the use of soldering, more particularly by ultrasonics, a technology which was used relatively seldom at that time in the field of watchmaking and which proved extremely effective.

CH 643 704 A3

(19) CONFÉDÉRATION SUISSE
OFFICE FÉDÉRAL DE LA PROPRIÉTÉ INTELLECTUELLE

(51) Int. Cl.³: G 04 C 3/14
G 04 B 27/00
G 04 B 29/00
G 04 B 19/24

Demande de brevet déposée pour la Suisse et le Liechtenstein
Traité sur les brevets, du 22 décembre 1978, entre la Suisse et le Liechtenstein

(12) **FASCICULE DE LA DEMANDE** A3 (11) **643 704 G**

(21) Numéro de la demande: 1505/81

(22) Date de dépôt: 06.03.1981

(42) Demande publiée le: 29.06.1984

(44) Fascicule de la demande publié le: 29.06.1984

(71) Requérant(s):
Eta S.A. Fabriques d'Ebauches, Grenchen

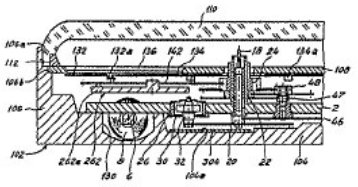
(72) Inventeur(s):
Jacques Muller, Reconvilier
Elmar Mock, Biel/Bienne

(74) Mandataire:
Société Générale de l'Horlogerie Suisse SA.
ASUAG, Biel/Bienne

(56) Rapport de recherche au verso

(54) Montre électronique à affichage analogique.

(57) La boîte de montre (102) est réalisée en matière plastique. Le stator (2) du moteur sert en même temps de platine pour les axes d'aiguilles (18, 22, 24), le rotor (32) et les mobiles (48, 46, 47, 20). Le circuit imprimé (304) est fixé par thermo-soudage sur le fond de boîte (104). La pile est logée dans une cavité (262) ménagée dans une partie épaisse du fond de boîte.



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CH 646 577 A3

(19) CONFÉDÉRATION SUISSE
OFFICE FÉDÉRAL DE LA PROPRIÉTÉ INTELLECTUELLE

(51) Int. Cl.³: G 04 C 10/00
G 04 B 37/00

Demande de brevet déposée pour la Suisse et le Liechtenstein
Traité sur les brevets, du 22 décembre 1978, entre la Suisse et le Liechtenstein

(12) **FASCICULE DE LA DEMANDE** A3 (11) **646 577 G**

(21) Numéro de la demande: 4166/81

(22) Date de dépôt: 24.06.1981

(42) Demande publiée le: 14.12.1984

(44) Fascicule de la demande publié le: 14.12.1984

(71) Requérant(s):
Eta S.A. Fabriques d'Ebauches, Grenchen

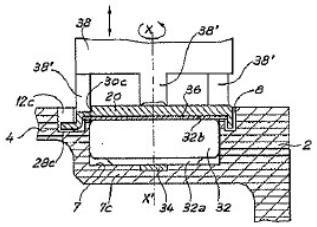
(72) Inventeur(s):
Muller, Jacques, Reconvilier
Mock, Elmar, Biel/Bienne

(74) Mandataire:
Société Générale de l'Horlogerie Suisse SA.
ASUAG, Biel/Bienne

(56) Rapport de recherche au verso

(54) **Procédé d'usinage du fond d'une boîte de montre moyens pour la mise en oeuvre du procédé et boîte de montre résultant de la mise en oeuvre du procédé.**

(57) Le couvercle (20) comporte sur sa périphérie trois ergots (28c). Le fond de boîte (4) est muni de trois logements (12c) dans lesquels les ergots peuvent pénétrer librement. A l'aide de l'outil (38), on fait tourner le couvercle (20) en lui appliquant des ultrasons. Grâce à cette énergie les ergots (28c) usinent eux-mêmes le matériau thermo-plastique pour réaliser ainsi trois contre-découpes. On obtient ainsi un ensemble de fermeture à baïonnette.



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CH 650 894 G A3

(19) CONFÉDÉRATION SUISSE
OFFICE FÉDÉRAL DE LA PROPRIÉTÉ INTELLECTUELLE

(11) CH 650 894 G A3

(51) Int. Cl.⁴: G 04 B 37/00
G 04 B 39/02

Demande de brevet déposée pour la Suisse et le Liechtenstein
Traité sur les brevets, du 22 décembre 1978, entre la Suisse et le Liechtenstein

(12) FASCICULE DE LA DEMANDE A3

(21) Numéro de la demande: 4831/82

(22) Date de dépôt: 12.08.1982

(42) Demande publiée le: 30.08.1985

(44) Fascicule de la demande publié le: 30.08.1985

(71) Requérant(s):
Eta S.A. Fabriques d'Ebauches, Grenchen

(72) Inventeur(s):
Mock, Elmar, Biel/Bienne
Mueller, Jacques, Reconvilier

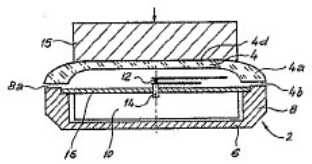
(74) Mandataire:
Société Générale de l'Horlogerie Suisse SA.
ASUAG, Biel/Bienne

(56) Rapport de recherche au verso

(54) Montre comprenant une boîte en matière plastique munie d'une glace et procédé de fixation de la glace sur la boîte de montre.

(57) Pour simplifier le montage étanche de la glace (4) sur la boîte (2, 6, 8) l'assemblage est réalisé par soudage ultrasonique.

La boîte (2, 6, 8) et la glace (4) sont réalisées avec des matériaux synthétiques thermosoudables entre eux. Les faces d'assemblage (8a) de la carrure (8) et (4b) de la glace (4) sont munies d'usinages pour réduire la surface de contact entre les deux pièces et permettre ainsi le soudage en soumettant l'ensemble à des vibrations mécaniques à fréquence élevée.



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Jean-Claude Biver

Entrepreneurship

"I work according to passion". This characteristic, particular to Jean-Claude Biver, recorded in an interview in September 2009, charmed the jury at once while some are unanimous in qualifying him as a brilliant strategist in the field of marketing.



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The visionary businessman

In the 1980s he restored life to one of the oldest manufacturers, Blancpain, founded in 1735, and he succeeded in repositioning this brand in the top bracket of luxury watch manufacturers. Under his impulse, the company accomplished developments, all of them just as spectacular as they are complicated. He also revitalized the marketing and product of Omega on behalf of the Swatch Group. He was one of Nicolas Hayek's right hand men for a long time, especially for the sector of haute horlogerie. Then it was the turn of Hublot, watch manufacturer based in Nyon, whose turnover he multiplied by 5 in three years and of which he is the CEO.

The marketing genius

As Jean-Claude Biver is a strong communicator, he launched a TV channel on the Hublot website in 2006, fully dedicated to the brand. Since his arrival, Hublot has on several occasions made the front page of various newspapers. However, by becoming sponsor and obtaining the official timing of the Euro '08, he achieved one of his best publicity coups. The brand is very much connected with sport and supports the Swiss national football team, Manchester United and Alinghi, amongst others.

The man with commitments: Unite Against Racism

Hublot gave up its advertising billboards during the Euro '08 and offered them to a foundation which fights against racism in stadiums. This charitable vocation is indeed logical coming from a company whose CEO is very committed to helping children in need.

In the numerous interviews given by this remarkable communicator, he himself defines the source of his success. He names five elements : work, work and work, to which can be added assistance and luck, which are there only thanks to the first three elements.

An important trait of character emanates from these interviews and that is the amiable effect this exceptional businessman leaves on all. Available, or at least he gives us this impression, he always seems willing to confide and to communicate his professional principles, never forgetting to show his simple human qualities which allow everyone to follow him in his brilliant career.

By awarding the Gaïa Prize to Mr Biver in the category Entrepreneurship, the jury has recognized in him the entrepreneur, the company director, who dedicates himself not only to his company but also to society.

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JURY GAÏA 2010

- *Representatives from the Educational Field:*

Nadège Sougy, professeure assistante d'histoire moderne contemporaine, Institut d'histoire, Université de Neuchâtel

Gaetano Mileti, directeur-adjoint laboratoire Temps-Fréquence, faculté des sciences de l'Université de Neuchâtel

Corrado Lafranchi, professeur filière ingénieur-designer, Haute Ecole Arc Ingénierie, Le Locle

Jean-Pierre Brügger, directeur général du CIFOM – Centre Interrégional de Formation Professionnelle des Montagnes neuchâteloises

Marc Pfister, directeur Ecole d'arts appliqués - CIFOM, La Chaux-de-Fonds

- *Representative from the Banque Julius Baer, sponsor :*

Denis Pury, Managing Director Senior Advisor Head of Entrepreneurs/ Executives Suisse Romande, Banque Julius Baer

- *Representative from Watchmaking Experts:*

Jean-Claude Sabrier, expert près la Cour d'appel de Paris, Louviers/France

- *Representative from Cultural Environment:*

Gérard Triponez, président du comité du Musée d'horlogerie du Locle, Château des Monts

- *Representatives from the Musée international d'horlogerie :*

Jean-René Bannwart, président de la commission
Nicole Bosshart, directrice adjointe
Ludwig Oechslin, président du jury, conservateur

Depuis 2007, le Prix Gaïa bénéficie du soutien de la Banque Julius Baer & Cie SA.
Seit 2007 wird die Auszeichnung Gaïa von der Bank Julius Baer & Cie SA unterstützt.
Since 2007, the Gaïa Prize has been favoured with the support of the Banque Julius Baer & Cie SA.

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REGULATIONS

Distinction GAIA du Musée international d'horlogerie
La Chaux-de-Fonds

Preliminary

Gaïa, mythical personification of the Earth, universal mother, gives her name to the objet d'art which rewards the winners.

1. Every year, on Thursday before the change of equinox, the Musée international d'horlogerie awards the Gaïa Prize to give credit to activities, work or studies connected with time, such as history-research, craftsmanship, spirit of enterprise. Considering the numerous sectors represented, the jury gives itself the right to award the prize in one or several of these disciplines.

2. The nomination of the winner by the jury is irrevocable.

3. The candidates are chosen regardless of nationality.

4. Through the press and the professional newspapers, the general public is requested to propose candidates; the application propositions must be duly founded. The members of the jury are not allowed to make additional propositions.

5. The jury, presidated over by the curator of the Musée international d'horlogerie, comprises prominent figures from Switzerland or abroad. Amongst them there is an expert panel from the University of Neuchâtel, the High School of Design Haute Ecole arc, the Formation Center of the Montagnes Neuchâteloises, authoritative figures in cultural, journalistic, scientific and economic circles as well as representatives of our major sponsor.

   The jury can debate legitimacy if five members at least are present. The president of the Jury, who is the curator of the Musée international d'horlogerie, has no vote unless he has to cut short. In this case, he has a casting vote.

6. The members of the Jury are requested by the above mentioned personalities (see point 5) and the curator of the Musée international d'horlogerie to act for a period of one year and a half. On request of the president of the jury, one or another mandate can be renewed.

7. In case of legal dispute or doubt with regard to the interpretation or application of the present regulations, the matter is settled by the chairman of the jury.

Regulations brought up to date the 14th of May 2007

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THE AWARD CATEGORIES

Craftsmanship – Creation

It is without any doubt the desire to honour the bold, creative watchmakers that in some cases work in relative anonymity, with their names unobtrusively associated with big businesses, which urged the prize's founders to see them honoured in the first instance.
Ten years ago, the work of these profound, inventive and determined individuals was not as well recognised by the general public, not specialising or passionate about watchmaking, as it is today. We like to think that the Gaïa Prize has made a modest contribution to revealing the work of some of its ingenious craftsmen.

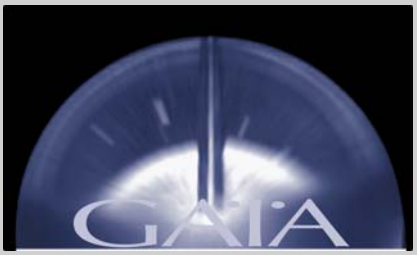
History – Research

The individuals honoured for their contribution to watchmaking history, techniques or more generally time measurement, by way of their writings or museum activities, come from a very wide variety of training backgrounds. Watchmakers, sales personnel or university students, their passion, learning and culture have led them to carry out research, historical studies or other work that has enabled them to contribute to the dissemination of watchmaking culture. This prize is also related to a wish to recognise historians and researchers who have at times worked unseen on the development of knowledge.

Entrepreneurship

What would watchmaking be without the entrepreneurship that has enabled this art to take root and grow over the centuries. It evolved from craftsmanship to industry, with all the implications from production to product distribution. Over the past centuries, ingenious watchmakers have been able to instil this will to promote their works, and it is now only right to recognise and honour the men and women who have now pursued the same goals, ensuring that the quality of their products is recognised here and worldwide, and above all that new research is still constantly undertaken to improve timekeepers.

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HISTORY OF A PRIZE

In 1993, the curator and management of the International Watchmaking Museum decided to create, in tribute to one of the first "patrons" of the Watchmaking Museum, Maurice Ditisheim, Chairman of the Board of the Inspection Bureau for precious metal pieces, a distinction intended to reward individuals whose activities, work and studies in the field of time have promoted watchmaking and its art well beyond national borders. …The Gaïa Prize was born.

It is symbolised by a translucent sphere representing Gaïa, the Universal mother of Greek mythology, personification of the Earth and wife of Uranus, the Sky. The work of art was created by Valérie Salvisberg, following a competition sent to the School of Art of the town of La Chaux-de-Fonds.

Awarded to individuals in the industry, craftsmen and historians, researchers and scientists, it symbolises the International Watchmaking Museum's recognition for the indisputable contribution that these prizewinners have made to watchmaking, its history and culture, the museum's fields of speciality.

The prizewinners are nominated by a jury comprising mainly individuals from higher technical and academic training environments, and chaired by the curator of the International watchmaking museum.

The first 12 editions of the Gaïa Prize were supported by the Inspection Bureau for precious metal pieces.

Since 2007, the Bank Julius Baer & Cie SA has actively supported the Gaïa Prize, boosting its development and raising its profile.

Traditionally, the Prize is awarded on the Thursday before the autumn equinox at the International Watchmaking Museum.

The forthcoming awards will be held on:

- Thursday 16 September 2010
- Thursday 15 September 2011
- Thursday 20 September 2012

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LAURÉATS GAÏA 1993 – 2009

ANNÉE	NOM	DOMAINE
1993	Jean-Claude Nicolet	Artisanat-création
	† Henry Louis Belmont	Histoire-recherches
	† André Margot	Esprit d'entreprise
1994	François-Paul Journe	Artisanat-création
	François Mercier	Histoire-recherches
	Anton Bally	Esprit d'entreprise
1995	Michel Parmigiani	Artisanat-création
	Ludwig Oechslin	Histoire-recherches
	Antoine Simonin	Esprit d'entreprise
1996	Vincent Calabrese	Artisanat-création
	Jean-Luc Mayaud	Histoire-recherches
	† Günter Blümlein	Esprit d'entreprise
1997	Richard Daners	Artisanat-création
	Jean-Claude Sabrier	Histoire-recherches
	Jean-Pierre Musy	Esprit d'entreprise
1998	Philippe Dufour	Artisanat-création
	Yves Droz et Joseph Flores	Histoire-recherches
	Luigi Macaluso	Esprit d'entreprise
1999	† Derek Pratt	Artisanat-création
	Estelle Fallet	Histoire-recherches
	Gabriel Feuvrier	Esprit d'entreprise
2000	† René Bannwart	Artisanat-création
	† Kathleen Pritschard	Histoire-recherches
	† Simone Bédat	Esprit d'entreprise
2001	George Daniels	Artisanat-création
	Catherine Cardinal	Histoire-recherches
	Rolf Schnyder	Esprit d'entreprise
2003	Anthony G. Randall	Artisanat-création
2004	André Beyner	Esprit d'entreprise
2006	John H. Leopold	Histoire-recherches
	† Luigi Pippa	Artisanat-création
2007	Paul Gerber	Artisanat-création
2008	† Nicolas G. Hayek	Esprit d'entreprise
2009	Robert Greubel et Stephen Forsey	Esprit d'entreprise
	Beat Haldimann	Artisanat-création

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