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THOMAS MERCER

ESTD 1858

## A UNIQUE MOMENT IN TIME

# THOMAS MERCER BRITISH DEBUT AT SALON QP LAUNCHING A MARINE CHRONOMETER DESIGNED BY ANDREW WINCH DESIGNS

Media Information

*For immediate Release*

London, 9th November 2012

*At Salon QP, Thomas Mercer, the legendary British based marine chronometer maker, announces a partnership with the world-renowned designer Andrew Winch.*

Since 1858, Thomas Mercer has played a lead role in the history of Marine Chronometers. Re-launched at the beginning of 2012, the Thomas Mercer brand is embracing the future of marine navigation. Guided by an experienced new management team and supported by the fifth generation of the Mercer family, Thomas Mercer have developed a unique ovalising balance system and a new generation of marine chronometer to mark the company's rebirth.

Innovation, mechanical perfection and craftsmanship, are qualities synonymous with these exquisite objets d'art.

With a history rich in timekeeping design, Salon QP, is indisputably the most prestigious British horological event to showcase the new Thomas Mercer timekeeper, Classis. Inspired by the nautical connotations and strength of form associated with a 'Winch', the Classis is the result of an exceptional collaboration between two illustrious British marine brands, Thomas Mercer and Andrew Winch Designs.

### **THOMAS MERCER, ANDREW WINCH DESIGN and LINLEY - THE PARTNERSHIP**

Alessandro Quintavalle – Thomas Mercer's CEO – explains: "There is only one name that could evolve the style of what was formerly the key technology for navigation – one name that shares our values of exclusivity, excellence and Britishness, and that is Andrew Winch Designs. Once the

### **Thomas Mercer**

Richmond Riverside, Richmond upon Thames, Surrey TW9 9ES  
Telephone +44 (0) 2083 348 106 Fax +44 (0) 844 854 2865  
press@thomasmercerc.com www.thomasmercerc.com



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timepiece that enabled adventurers to explore and map the World, the marine chronometer now becomes an objet d'art of revolutionary design, desired and anticipated by the owners of the world's finest yachts."

Joel Mercer adviser on the family heritage and great-great-grandson of the founder of the company affirms: "It is clear to me how highly regarded the Thomas Mercer name is, and I am impressed by the concern that has been taken to maintain the integrity and history of the name, while proceeding forward with a joint vision. The realisation of the Classis makes a firm statement of intent towards the future and clearly states the re-emergence of a truly British engineering brand. I know that my grandfather Tony, would have been fascinated to have seen the workmanship on the Classis, and I am confident in saying that he would have been proud to know that his Grandfather's company shall have a part to play in the 21st century and beyond."

Andrew Winch Designs, Creative Director, Andrew Winch Designs says: "We are immensely proud to have played a part in the re-launch of the famous clock making family. The Classis is a true work of art – both functionally and aesthetically. It has been a pleasure working with Thomas Mercer on the Classis Marine Chronometer, and we very much look forward to showcasing her at London's prestigious Salon QP."

The finishing touch to this incomparable, indeed unique project is the magic touch of Linley, the bespoke design and furniture maker, whose amazing woodwork further enhances this purest expression of British distinction.

David Linley, Linley Chairman says: "We are delighted to be involved with such a prestigious project, and to be working alongside two other companies who share our passion for quality, innovation and superlative skills of craftsmanship. The Classis chronometer presented our designers and the craftsman who made it with a unique set of technical challenges. Working with the teams at Thomas Mercer and Andrew Winch, we managed to overcome these, and the overall result is a unique achievement celebrating the respective disciplines of horology, cabinet-making and nautical design."

## **THE CLASSIS - THE MAIN FEATURES OF THE TIMEPIECE**

Classis, derived from the Latin word for fleet, heralds the next generation of Thomas Mercer chronometers. A limited edition of ten timepieces, Classis is set to be the ultimate in horological collectables.

With twelve facets to the Winch casing, delicate hand carved details recount the important voyages which explored the seas and oceans and discovered the world as we know it. Engraved into each of the twelve case faces is the profile of a famous ship selected for its contribution to

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marine navigation. Accompanying each hand etched profile are the coordinates of the ship's most significant discovery, and its name intricately inlaid in satinwood into the fine ebony Macassar case.

The Classis is a celebration of the greatest maritime discoveries, beginning with SY Santa Maria, pinpointing Christopher Columbus' first footfall in the Americas, and travelling through to the SY Endurance, the ship of the Imperial Trans-Antarctic Expedition and inextricably linked with the brand history as it was a Thomas Mercer chronometer that enabled Shackleton's heroic escape from the ice.

The thrilling quest for Longitude is recounted through the seminal journey of HMS Deptford to Port Royal when Harrison's H4 chronometer was tested. It further depicts Cook's first two voyages making great advances in navigation: the Endeavour (via Tahiti to Observe the Transit of Venus) by lunar distance calculation, and then the Resolution (first penetration of the Antarctic Circle), by chronometer. Uniting these twelve voyages together, the Classis has a precisely designed Mercator Map projected from the dial.

Synonymous with her exquisite casing, the Classis contains the most beautiful of mechanisms. Visible from the dial, the escapement, the beating heart of the timekeeper, comes in its par excellence form, the Spring Detent. Marked with a stunning bi-colour selective finish, the movement is a beautiful combination of both polished and grené effects.

A unique feature of the Classis chronometer is the gimbals suspension that allows the movement to remain horizontal regardless of the motion of the ship - ideal for achieving maximum accuracy. A specifically designed lever allows the movement case to be locked in its reverse position, so that the exquisite mechanism can be clearly seen and admired from the face of the timepiece.

The Classis is like to no other timepiece. Featuring the traditional elements of a pure chronometer, she has been transformed into an objet d'art; a testament of both the quality and innovation of Thomas Mercer.

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