

Timeless beauty: Traditional hand craftsmanship and vanguard technology

"The allure of time – giving time life" is the motto of the German clock and watch museum in Glashütte, inaugurated in 2008. This surprising museum, housed in the former German Clockworks School building, not only contains valuable timepieces from various periods but also celebrates the great art of making them by hand and is concerned with the philosophical aspects of time as well. Its 1000 sqm exhibition area, covering two floors, has nearly 400 precious pieces on display, testifying to Glashütte's more than 160 years of watchmaking history: pocket- and wrist-watches, pendulum clocks, marine chronometers, escapement mechanisms, historical certificates and patents, tools and workbenches, astronomic and metronomic models are artfully exhibited along with Glashütte's rich history and become part of a multimedia experience. And in a model workshop you can see how a mechanical watch is made, often containing hundreds of pieces, or how old chronometers are restored.

The educational part of this ambitious exhibition was created by the renowned "Atelier Brückner", which developed a route to guide visitors through a time line. Images and a multimedia computer system provide detailed information and give museum-goers an idea of watchmaking techniques and recent history. The spiral staircase connecting the museum's two floors is also part of the "show": its steps light up with the hours.



The graphics were created by the Oschatz Visuelle Medien in Wiesbaden, one of the top ten German companies in the sector and a well-known specialist in museum and cultural event design. "This project was definitely one of the most ambitious we've done recently, both from the technical and from the artisanal stand-points", emphasized Daniel Oschatz, head of the company. "We used all possible and imaginable skills and the printing process typical of advertising.





From the difficult process with which we created wall texts in an iridescent metallic color to printing texts on objects using the rub-on technique on satin-finish acrylic glass, to laborious acrylic treatments, varnishes, silk-screening and a special dimmer for the exhibit rooms, not to mention the showcase lighting and even the wallpapers: we really used every medium possible. As always, we used our Durst Lambda for the backlit displays. In fact, we think it's the only machine able to meet our demanding requirements for laser outputs. The exhibit and museum sector demands only the finest and Durst output quality is truly excellent. With our Durst 350R we made wallpapers to decorate some of the rooms. Direct printing on a universal support is enchanting for its image quality and ideal for ambitious museum projects. The quality is extraordinary".

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