

March 2015

FROM ONE PRICELESS ARTEFACT TO A THOUSAND PRIVATE MUSEUMS FOR COLLECTORS BY BUBEN&ZORWEG

BaselWorld 2015 - To house and display one priceless artefact or a thousand, a BUBEN&ZORWEG Private Museum assures serious collectors the ultimate joy from their most treasured possessions - whether a single Old Masters painting or a lovingly curated collection of watches, family heirloom jewels, historic cameras, fine art photography, objets d'art or bars of gold.

Two decades ago, BUBEN&ZORWEG began by creating what were then the smallest and the largest watch winders in existence. Today, the BUBEN&ZORWEG Private Museum concept reflects the sheer diversity of the collections of the company's longstanding and esteemed clients round the world.

SHOW AND PROTECT YOUR PASSION

"The BUBEN&ZORWEG Private Museum concept is about building a dedicated space, usually in the intimacy of your own home, for celebrating and contemplating, protecting and presenting your most treasured possessions," says BUBEN&ZORWEG director Christian Zörweg. "One aspect of this is creating an inspirational place to show these items off to your friends and family. Another universal priority for our clients is security, and in true BUBEN&ZORWEG style, we have thought of every eventuality. The BUBEN&ZORWEG Private Museum is fireproof, bulletproof and at times, thanks to two-way mirrors, invisible."

A PRIVATE GALLERY WITHIN YOUR LIVING SPACE

A unique system created by BUBEN&ZORWEG, the first of its kind in the world, the BUBEN&ZORWEG Private Museum is constructed from modular sections of stainless steel and high security glass with complex lighting specifically designed for displaying collectibles, enabling clients to commission a museum tailored to their unique setting and requirements. For some, this takes the form of an elaborate display for a standalone singular item, a priceless antiquity perhaps. For others, the museum is a gallery wall within a larger living space or library, while for yet others the museum is a room or sometimes two adjoining rooms dedicated to a family collection of objects acquired over centuries.

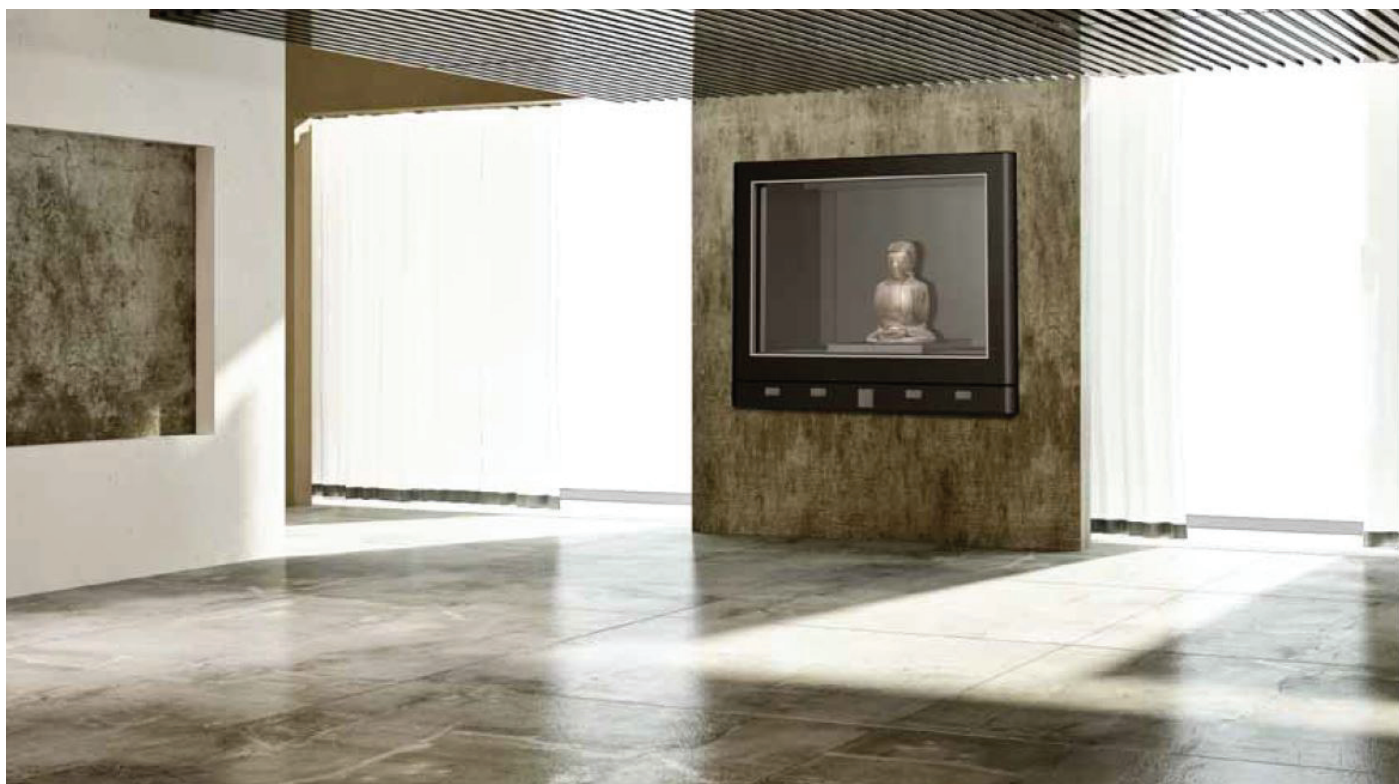
SECURITY AT ITS BEST

At once beautifully presenting and securely protecting personal treasures, the BUBEN&ZORWEG Private Museum places security concerns at its heart. The glass vitrines of the Private Museum come in three options - two-way mirror glass which only becomes transparent when the lighting is activated, 25 millimetre thick transparent glass resistant to up to 100 hits with a large sledgehammer and fire resistant glass. A high security locking system, including a patented fingerprint locking system, has been developed by BUBEN&ZORWEG's in-house safe experts and certified by the German authority for safe security, the VdS. Stainless steel walls are fire proof, while high tech laser grit offers additional security for when the glass window of the museum is open during viewing. An alarm can be integrated with the alarm system of the property.

"For some collectors, a treasure is more about personal memories and sentimental rather than financial value. What we know for certain is that anything our clients exhibit in a BUBEN&ZORWEG Private Museum is an expression of what they are truly passionate about," says Christian Zörweg.



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THE HOUSE OF BUBEN&ZORWEG

In 2015, BUBEN&ZORWEG celebrates two decades in the global luxury business.

From a luxury safe constructed to house a collection of up to 100 fine watches, which also serves as a humidor, bar, weather station and music system, to an elaborate Object of Time® watch wardrobe incorporating the latest watch winding technology, BUBEN&ZORWEG creations enable passionate watch lovers to savour and safeguard their most treasured possessions. BUBEN&ZORWEG also craft collectibles of their own, with a sought-after repertoire including magnificent limited edition tourbillon clocks crafted in the BUBEN&ZORWEG atelier d'horlogerie.

Best friends Harald Buben and Christian Zörweg first met in Austria at the tender age of 10. Walking back home from school together every day, they began to dream of travelling the world, and perhaps one day conquering it in their unique entrepreneurial style. Inspired by a trip to Australia in their teens, they began selling Australian opals to the jewellery trade while they were at university. While still students, they launched BUBEN&ZORWEG, specialising in luxuriously crafted watch winders, designed to encase and care for self-winding watches. In the year 2004 Daniel Zörweg, Christian's brother became a shareholder of the brand being in charge of the clock and watch atelier.

Today, BUBEN&ZORWEG is a burgeoning luxury empire with a manufactory in the heart of Germany's engineering region near Stuttgart. With an accent on sleek, head-turning design and cutting edge technology, BUBEN&ZORWEG creates bespoke objects and interiors to showcase watches, jewellery and collectibles in private residences, on yachts and in palaces round the world, in contemporary, traditional and royal settings.

With 7 standalone boutiques and over 25 in-shop boutiques, the company is present in over 100 countries. BUBEN&ZORWEG has collaborated with Aston Martin, counts heads of state, royals, athletes and Hollywood stars amongst its loyal clients and prides itself in close personal relationships with its retailers in the East and West, many having endured since the 1990s.

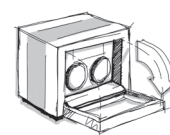
The BUBEN&ZORWEG aesthetic takes inspiration from the early 20th century Art Deco period when purveyors of luxury combined sumptuous materials to result in extravagant and timeless objects of beauty. From the crocodile leather stitching on a safe exterior to the gleaming, impeccably shaped doors of a contemporary collectibles cabinet that captures every reflection of light, BUBEN&ZORWEG assembles teams of world-class craftspeople for each new customizable masterpiece.

A BUBEN&ZORWEG masterpiece is both a showcase for precious collectibles and a work of art. It might be enjoyed in a private study or dressing room. But more often than not, it becomes the centrepiece of a room and the focus of animated conversation.

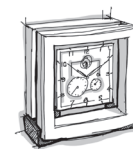
„We're thrilled to mark our 20th anniversary. True luxury is to be found in the details and BUBEN&ZORWEG is rarefied luxury at its best. We invest thought into every detail – from searching far and wide to hand select rare macassar ebony with the perfect grain and colour, to the way the doors of the BUBEN&ZORWEG Object of Time Aston Martin One77 glide open and close remotely at the touch of a button,” says Christian Zörweg.



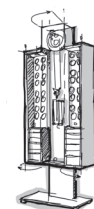
Christian Zörweg, Daniel Zörweg and Harald Buben.



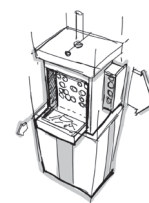
1998
TIME MOVER® TECHNOLOGY



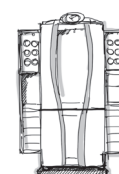
2005
FINE TIMEPIECE COLLECTION



2006
CREATION OF THE
OBJECTS OF TIME®



2008
LUXURY SAFE COLLECTION



2012
WINE & CIGARS