



MAXIMILIAN BÜSSER



MB&F

### ART

If I had any clue of how to paint, photograph or sculpt, I would probably have been called an artist. My only way of expressing art is horology, so what am I?

### BRASS & STEEL

The miracle of horology: transforming brass & steel into time, and into Machines which can be repaired hundreds of years down the road...

### CHILDHOOD

I was told recently that the creative process of an adult is shaped before he or she is twelve. In my case as an only and lonely child, it was clearly influenced by my being a full time super hero in a very rich imaginary life...

### DREAM COMPANY

MB&F is the proof that one can turn their dreams into reality.

### EIGHTEEN CENTURY POCKET WATCHES

Probably the pieces of horology which make my heart tick the fastest. Works of art made in times when there was no electricity and watchmakers were true pioneers. Practically everything 20th century watchmaking has come up with is copied or inspired by our glorious forefathers. Isn't it time to stop and write our own story?

### FRIENDS

They make MB&F exist. "They" are the artisans, creators, watchmakers, retailers, clients, etc... that make a simple idea in my head become a reality on someone's wrist.

### GÜNTER BLÜMLEIN

A great leader, a visionary, a mentor. In those times where I seriously lacked self-confidence he was one of those who saw in me what I could not.

### HARRY WINSTON

What made me, thirteen years ago, go to that interview when I had refused every single head-hunter's calls till then? I will never know. During my seven years heading Harry Winston Timepieces, I learned who I really am.

### IGNORANCE

How can a tree grow strong without strong roots ? How can watch CEO's build their brands without understanding or at least knowing what their forefathers did over the last three hundred years?

### JAEGER-LECOULTRE

Where I learned about horology and how to work. Starting off in the pioneering days when, except for a few Italian connoisseurs, no one wanted to buy a Reverso!

### KINETIC ART

My next big project.

### LEGACY

What we are all building.

### MACHINES

We create Machines that give Time, not Machines to give Time. The difference is subtle but essential. In Machines TO give time, it is the TIME factor which is essential. In Machines THAT give Time it is the MACHINE which is essential. Time is a fringe benefit...

### NEVER SAY NEVER

Looking back at the last twenty years of my life, the only thing I know for sure is that I have no idea what will happen in the next twenty.

### OPUS

A small step for the horological humanity, a great step for me...

### PROCTER & GAMBLE

Good grief! I really wanted to work for P&G at the end of my university. Luckily I bumped into Henry-John Belmont (then Managing Director of Jaeger-LeCoultre) on a ski slope before I could sign with them... I shudder each time I think of it.

### QUEST

I don't know after what I am running, nor where I am going - Am discovering more about myself every day.

### RESPECT

The most important value my father taught me. Respect others, respect yourself, respect your word.

### SHAREHOLDER VALUE

One of the biggest problems in our Industry.

### TEAM

Alone our ideas just remain ideas.

### URWERK

Basel 2003, I discover the UR103 and fall off my chair. The Baumgartner brothers and Martin Frei had opened the door to 3rd dimension horology. A turning point in my horological life.

### VIANNEY HALTER

In 1998, my first horological epiphany takes place when Vianney presents a piece of horology virtually no one understands: the Antiqua. For that piece, for the Opus 3, for who he is, Vianney has been instrumental in my creative process.

### WHY ?

Stop telling us WHAT you are selling, and start telling us WHY you are creating!

### EXCITEMENT

Adrenaline is the best drug ever...

### YEARS

The time it takes a project to go from idea to reality.

### ZEITGEIST

Forget that... just create your own.