

## THE MAGIC OF WATCHES

A Smart Introduction to Fine Watchmaking

By Louis Nardin

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# The Magic Of Watches

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A book by Louis Nardin



# “The Magic of Watches” provides the essential knowledge to understanding and appreciating fine watches and watchmaking.

## The book

What is a beautiful watch? How do you make a good choice? “The Magic of Watches” explains how and why these little objects are so precious, fascinating and exciting.

“The Magic of Watches” loves paradoxes: why a one-million-dollar watch might be less precise and more fragile than one that costs 15 dollars.

“The Magic of Watches” comes back to the origins of the measurement of time: how did we go from the water clock to the wristwatch?

“The Magic of Watches” dares to speak about technique: how does a mechanical movement work? How does a quartz one work?

“The Magic of Watches” delves into details: what is a “complication” and when do we speak about “chronometer”?

“The Magic of Watches” likes art: how do we enamel a dial?

“The Magic of Watches” is unique: it focuses in detail on the basics in order to understand and love watches better

## The reader

**Neophytes** — to learn the fundamentals, and appreciate the main features of a model, its qualities and weaknesses.

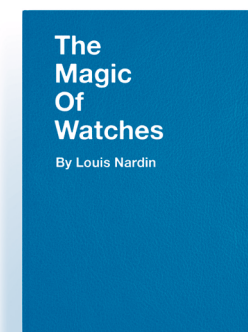
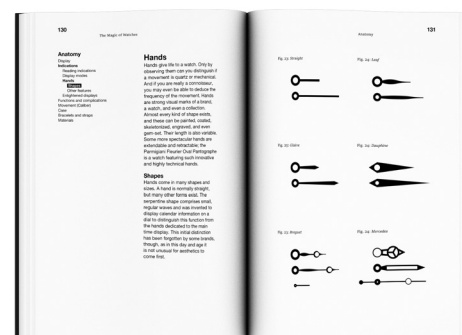
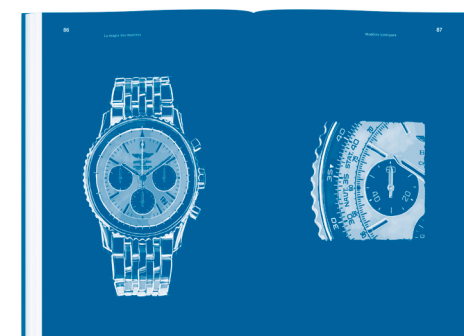
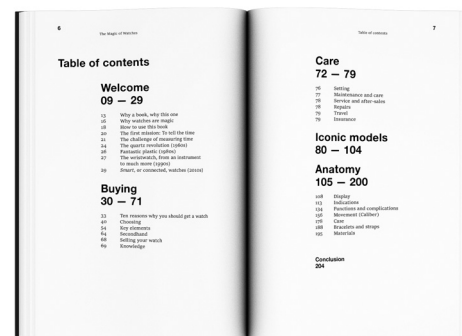
**Amateurs** — to create the desire to know more about fine watches.

**Connoisseurs** — to revise important concepts and even increase their knowledge.

## The writer

*Holding a Master's degree in History and Sociology as well as a certificate in Journalism with a specialization in watches and the watchmaking industry, Louis Nardin was appointed in 2008 editor-in-chief and content manager of Worldtempus.com, a reference site available in French, English and Mandarin. Since 2012, he has been the editor-in-chief of TheWatches.tv, a web-based television channel dedicated to watches located in Geneva.*

*Nardin also works as an independent journalist for topical publications such as Watch Around and HH Mag, the Fondation de la Haute Horlogerie webzine. He has been a speaker and moderator for watchmaking events as well as co-organizer of private events for independent watch brands during Baselworld. He also envisages technical concepts such as the display of the Lady Complicquée, a highly complicated timepiece completed by Fabergé in 2015, which won the Ladies' High-Mech Watch Prize at the Grand prix d'Horlogerie de Genève 2015.*



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