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Michael Philip Horlbeck Alexander Krausz

Andreas Strehler

Engineer for the Brands
Watchmaker for the Few

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1995 - 2015

20 Years of Independent Watchmaking

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We actually could…

Many a conversation with Andreas Stehler in the past years began with these words.

Suddenly, seemingly out of nothing, the words “We actually could…” were followed by a concise description of a new technical solution Andreas Strehler had conceived.

The explanations that followed were so graphic that as a listener, one practically saw the finished watch before one’s eyes. Andreas Strehler on these occasions not only explains why he conceived a new mechanism, he also discusses history and the advantages and disadvantages of previous solutions to the problem his new mechanism is dealing with. And he knows them all. As ancient and remote as ever they may be.

It is definitely a sign of trust to be involved at the conception of a new idea. It is a moment to be savoured. However, our usual answer is:

“Will we make Basel?”

On the occasion of his twenty years as independent watchmaker, it was for once us who with the words “We actually could…” convinced Andreas Strehler to tell us more about his life and his work.

For this book, we could also use our past “We actually could”-experiences and the projects that followed. Unfortunately, we cannot tell the tales of all movements made by Andreas Strehler. Yet.

Michael Philip Horlbeck & Alexander Krausz

Tübingen / Zürich in January 2015

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Andreas Strehler, who simply calls himself a watchmaker, is in fact one of today's most interesting engineer's of watch movements.

As an *Engineer for the Brands*, he has conceived and designed some of the most notable watch movements of the last twenty years. Although his name is well-known in the industry, his contribution to most of these watches remains a well-kept secret. Behind closed doors, a few insiders have traded information on his creatorship of many a manufacture product for a long time. Without his help, quite some top of the range models of one or the other leading manufacture would not exist today. Among the few brands who actually disclosed their collaboration with Andreas Strehler are Harry Winston and H. Moser & Cie. For the latter, he developed an escapement and no less than ten individual movements.

As a *Watchmaker for the Few*, Andreas Strehler started to build watches under his own name twenty years ago. In these watches, he acts out his skills as a designer and watchmaker. Inside their always elegant case and often hidden from the wearer, these watches invariably have some interesting technical feature or solution. Sometimes, these solutions can be felt rather than be seen. For example, if the winding of the watch is particularly smooth due to true conical gear wheels or if the display changes at the push of button. Andreas Strehler has even built a mechanical memory which changes and corrects the date magically.

If one looks at his work, it comes as no surprise that Andreas Strehler at the time was the youngest candidate to be elected as a member of the AHCI, the *Académie Horlogère des Créateurs Indépendants* (Horological Academy of Independent Creators).

On the occasion of Andreas Strehler's twentieth anniversary of independent Watchmaking, this book takes a closer look at his work.

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Watchmaking as a Passion

"I am a Watchmaker.

My watches appreciate time."

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