

Boris Blank does not allow himself to be swept away by any trends,

A philosophy that he shares with Carl F. Bucherer.

Independence, passion and painstaking care are the values upon which the integrity of the Carl F. Bucherer watch brand is based and which are reflected in a strongly expressive collection. Like a red leitmotif they permeate the history of Carl F. Bucherer, which began with Carl Friedrich Bucherer, who founded the company with such visionary thinking in 1888 in Lucerne, Switzerland.

Carl F. Bucherer and sound designer Boris Blank share this philosophy. Since the end of 2006, Boris Blank is therefore a Carl F. Bucherer ambassador.

Blank is a sort of experimentalist archetype, who for years tinkered, tested and finally, out of his hotchpotch of musical fragments, sounds, noises and experiences, created his own style – in professional circles he is described as an “innovator of sound”;

From band member to music pioneer. He did try to make his music democratically as a member of conventional bands. However, being generously endowed with talent and the pioneering spirit, he found it difficult to subject his musical fantasy to the direction of other people. He quickly realized that he had to go his own way. An eccentric with egomaniacal traits? “More a skeptic” Blank prefers. “If I have the picture of an idea, then it is deeply anchored within me.”

A passionate experimentalist and a prize-winning catalyst. At the beginning of the 80s, Blank, in the company of Dieter Meier, as Duo Yellow, was revolutionizing the generally predominating popular pop music with his synthetically produced sounds, which came from organic music and could not be classed as machine-made or robot music. “I wanted my machine always to elicit the human essence,” says Blank.

After Yellow’s early success came neither a change in its direction nor any musical faux pas. Still today, Yellow continues to develop its unmistakable style. Blank is also maintaining his own standards after almost 30 years. He is doing what he likes to do and is great at it. This he demonstrates not only on the Yellow albums, but also when setting films or adverts to music. As a passionate experimentalist he manages to continue improving all the time – a prizewinning inspiration for well known DJs, producers and many fans of electronic music.

Music the focus point.

On the one side there’s this charismatic, extremely communicative, roguish man, with his strong social identity. On the other side, Boris Blank prefers the seclusion of his studio and the complete isolation and fusion with the various noises. Boris Blank stands by his vanity regarding his music: “I am not selling my soul with my music. Of course recognition fills me with pride and I enjoy what I’m doing. But I don’t need to be at the center of the stage, I simply stand by what I’m doing.” He has nothing to do with writing so-called hits to order. He doesn’t follow any musical trends, he creates them. Many contemporary music producers have taken samples of his work and analyzed Boris Blank’s compositions, in an effort to get a better understanding of his conception of music.

Mechanical heartbeat.

“I have a great affinity with watches,” says Blank, “and a model’s independent aesthetics play an influential role in attracting my interest in it. However, the inner life of a watch with its mechanical movement also fascinates me. There I see a human aspect in a mechanical watch, which may well be a certified chronometer, but still reveals deviations from the absolute precision of its accuracy. This corresponds with the heartbeat of a human being. One heartbeat doesn’t always follow another at exactly the same rhythm. – there are always slight variations.” Boris Blank follows his own rhythm: “For me it is the greatest luxury to be able to develop myself and make a living at it.” He doesn’t function by remote control and doesn’t follow any

dictate, but values his independence and freedom. In this respect, he has a sense of values, which comes very close to that of Carl F. Bucherer and corresponds with "people who stand out from the crowd. Indeed, Carl F. Bucherer's watch

About Carl F. Bucherer

Carl F. Bucherer, registered as Bucherer Montres S.A., is an independent company with 90 years competency in the production of luxury watches. The Manufacture brand stands for uncompromising quality and esthetical products with stylish design. It combines the finest watchmaking craftsmanship with the highest jewelry competency. The name recognizes the pioneering achievements of the company's founder of the same name, Carl Friedrich Bucherer.

The Carl F. Bucherer brand was launched in 2001, with the objective of giving more strategic emphasis to its manufacturing expertise, which had already been successfully demonstrated since 1919. As the only watch brand located in Central Switzerland, Carl F. Bucherer produces and markets exclusive ladies and gents watches, thereby building the second arm of the Bucherer Group. Today, the Bucherer Group is managed by the ownerfamily's.

It took the Carl F. Bucherer team only a short time to develop an effective distribution network and create international consumer awareness for the brand. Carl F. Bucherer strengthened its market position as a watch manufacturer in the premium segment with its own workshop for the development, research and production of manufacture movements, Carl F. Bucherer Technologies SA in Ste-Croix, and with the launch of its manufacture movement CFB A1000.

es are designed for people who go their own way independently, with selfassurance and persistence, and in so doing fulfil their dreams.

As well as a Manero Perpetual calendar, Boris Blank also frequently wears two watches from the Patravi collection: the Tribute to Fritz Brun and the T-Graph.