

bauhaus  
walter gropius

MADE IN GERMANY

## WALTER GROPIUS

Walter Gropius (1883-1969) founded the Bauhaus, a formative school of art and design that existed in Germany from 1919 to 1933. A world-renowned architect and designer, his legacy still plays a central role in modern architecture and industrial design today. Gropius was born in Berlin and studied architecture at the Technical University in Munich and in Berlin-Charlottenburg. After completing his studies, he joined Peter Behrens' office in 1908, where he worked with later architectural icons such as Ludwig Mies van der Rohe and Le Corbusier.

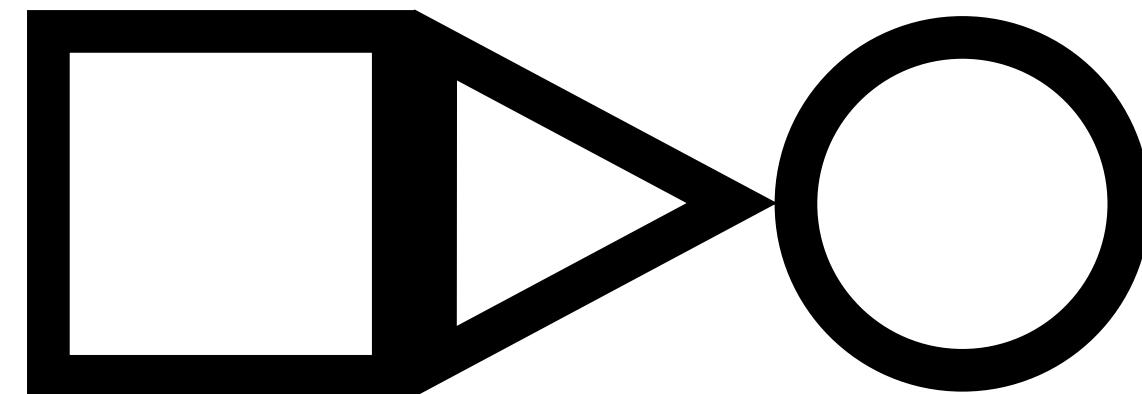
In 1919, Gropius founded the State Bauhaus in Weimar, a revolutionary art school that combined art, craftsmanship and industry. The Bauhaus propagated functional, minimalist design and had a lasting influence on architecture, product design and typography. Important buildings were created under Gropius' direction, including the Bauhaus building in Dessau (1925-1926), which is considered a milestone in modern architecture. After the closure of the Bauhaus by the National Socialists in 1933, Gropius emigrated first to Great Britain and later to the USA. There he taught at Harvard University from 1937 and influenced a new generation of architects.

Gropius shaped modern design and architecture with his ideas of functional, no-nonsense design. His principles of modularity, material innovation and interdisciplinarity still shape the world of construction and design today.

## HISTORY OF BAUHAUS

The Bauhaus, one of the most influential art and design schools of the 20th century, was founded by Walter Gropius in Weimar, Germany in 1919. It was more than just a school; it was a movement that revolutionized the art and design world and had a lasting impact on architecture, art, graphic design, interior design and industrial design.

In the 1920s, the Bauhaus developed an innovative aesthetic that radically broke with traditional ideas. The Bauhaus philosophy focused on simplicity, functionality and the fusion of art and craftsmanship. Instead of viewing art as something elitist or detached, Bauhaus members strove to make art and design accessible to everyday life.



# WALTER GROPIUS

## BAUHAUS WATCHES MADE IN GERMANY

The Bauhaus Walter Gropius brand stands for the combination of Bauhaus aesthetics, technical precision and responsible manufacturing. Our watches embody the essence of the Bauhaus style: clarity, functionality and timeless elegance. It is not only a matter of course for us, but also a conscious decision to manufacture our watches in Germany. After all, quality, craftsmanship and the values of the Bauhaus are more deeply rooted in Germany than in any other country.

### DESIGN AWARDS

Bauhaus Walter Gropius watches have already won several international design awards for outstanding design and watchmaking expertise. Four iconic models, J. Albers, Atrium Automatic, Chicago 1937 and Kontur Automatic have received the oldest and most prestigious Design Award worldwide: The GOOD DESIGN Award. All designs were created by the renowned industrial designer Daniel Eltner. The GOOD DESIGN Award is presented annually by the Chicago Athenaeum for outstanding object design. It was established in Chicago in 1950 by MoMA founder and curator Edgar Kaufmann Jr. together with some of the avant-gardists of modern design such as Charles and Ray Eames, Russel Wright, George Nelson and Eero Saarinen and is the oldest and most prestigious design award in the world.



# DANIEL ELTNER

## PRODUCTDESIGNER

Bauhaus Walter Gropius watches are designed by the renowned object and industrial designer Daniel Eltner. The German industrial designer, who studied in Munich, was strongly influenced by the Bauhaus early on through his family. He worked exclusively for renowned brands such as Rosenthal, WMF, Robbe & Berking and Cappellini. He also worked closely with the Italian designer Lino Sabattini and the architect Alessandro Mendini, with whom he founded the joint label M.A.D.E.. The collaboration with Daniel Eltner, who is able to translate the ideas of the Bauhaus into emotional watch design like no other, results in extraordinary timepieces. In our manufactory in Würzburg, we produce watches made in Germany according to his designs, which are unique in terms of design and quality.



*Diavoletti Vase von Daniel Eltner und Alessandro Mendini für Cappellini*

DESIGNER

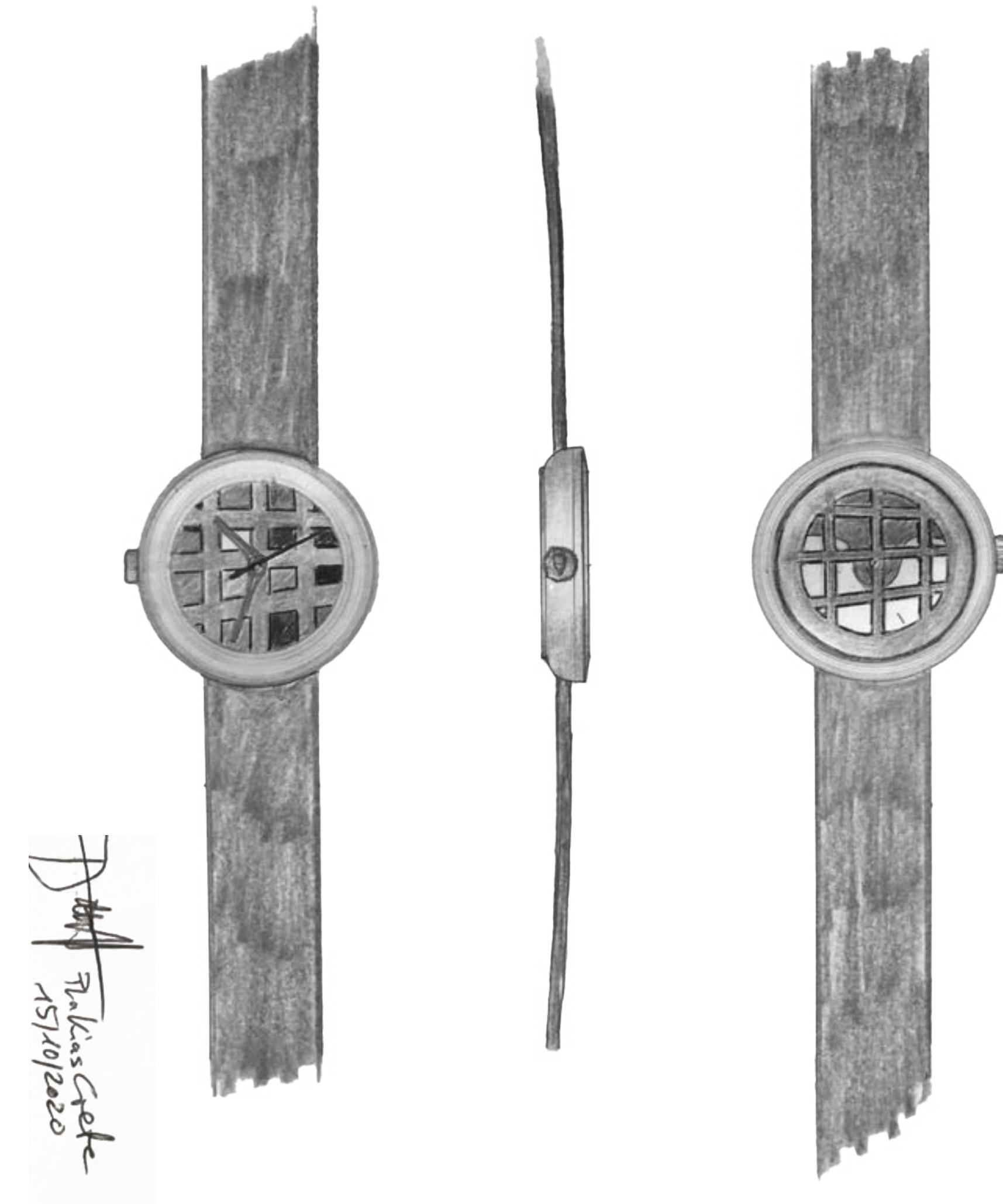


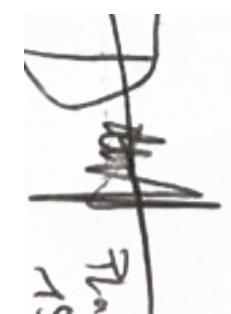
bauhaus  
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# WALTER GROPIUS WATCHES

The watches, which are designed in the spirit of the Bauhaus, embody its essence with their clear design and high functionality. These timepieces are more than mere utilitarian objects; they are stylish accessories that continue the legacy of Gropius and his philosophy. They combine aesthetics and functionality in a way that appeals to both lovers of the classic Bauhaus style and modern watch enthusiasts.

The design of the watches does not imitate Gropius' design style, but reinterprets it. Bauhaus generally stands for timeless design, simplicity, but above all for experimentation. The design of the Walter Gropius watches makes the curious and playful aspect of Bauhaus visible. Poppy colors based on the primary colors blue, yellow and red, colored hands and graphic dials are characteristic of the watch collection.



  
Thierry Makas Grefe  
15/10/2020

NEW BAUHAUS    NEW BAUHAUS AUTOMATIK    ATRIUM    FORUM

COLLECTIONS

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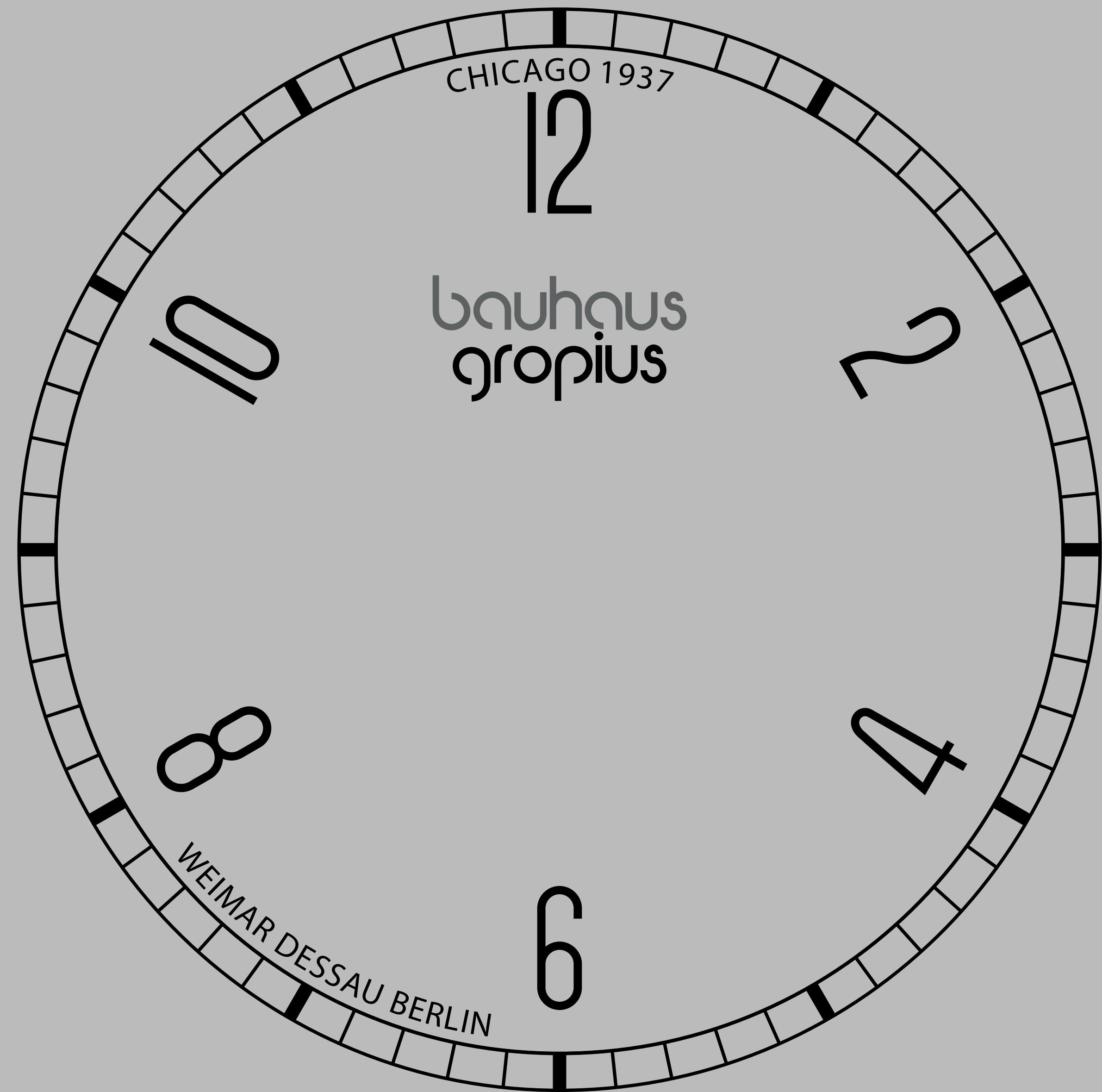
# NEW BAUHAUS

## Series:

Chicago 1937  
Dessau 1925

- Made in Germany
- Unique Design
- Scratch-Resistant Sapphire Crystal
- Watch Straps made of genuine leather and stainless steel
- Case size: 38 mm
- Citizen Miyota GL32 quartz movement
- 100% high-quality stainless steel (316L)
- Water resistance 5 ATM
- Decorated case back
- Design: Daniel Eltner
- RRP: 275 – 295 €

CHICAGO 1937



NEW BAUHAUS



bauhaus  
walter gropius

## CHICAGO 1937 LIMITED EDITION

The CHICAGO 1937 LIMITED EDITION is a chronological and travel-related timepiece from the Bauhaus heritage. The hour hand is designed in the Art Nouveau style of the first Bauhaus building by Henry van de Velde. The small hand at the eye of the hour hand indicates Chicago time. It symbolizes an airplane and at the same time pays homage to the logo of the Public Library in Chicago. Both German and Chicago time are united in a common hour hand to overcome the different time zones.



WGN 001-01Z  
295,00 €



WGN 001-02Z  
295,00 €



WGN 001-03Z  
295,00 €



WGN 001-04Z  
295,00 €

## CHICAGO 1937

The CHICAGO 1937 is a symbol of the relationship and development of the two design institutions Bauhaus and New Bauhaus in the historical context of art, architecture and design. From the founding of the Bauhaus in Weimar in 1919, via Dessau in 1925, to the New Bauhaus in Chicago in 1937 and back to the Bauhaus Archive in Berlin in 1960, the Bauhaus institution is a social and political indicator and a symbol of free ideas and humanist societies worldwide in the One World!



WGN 002-01  
275,00 €



WGN 002-02  
275,00 €

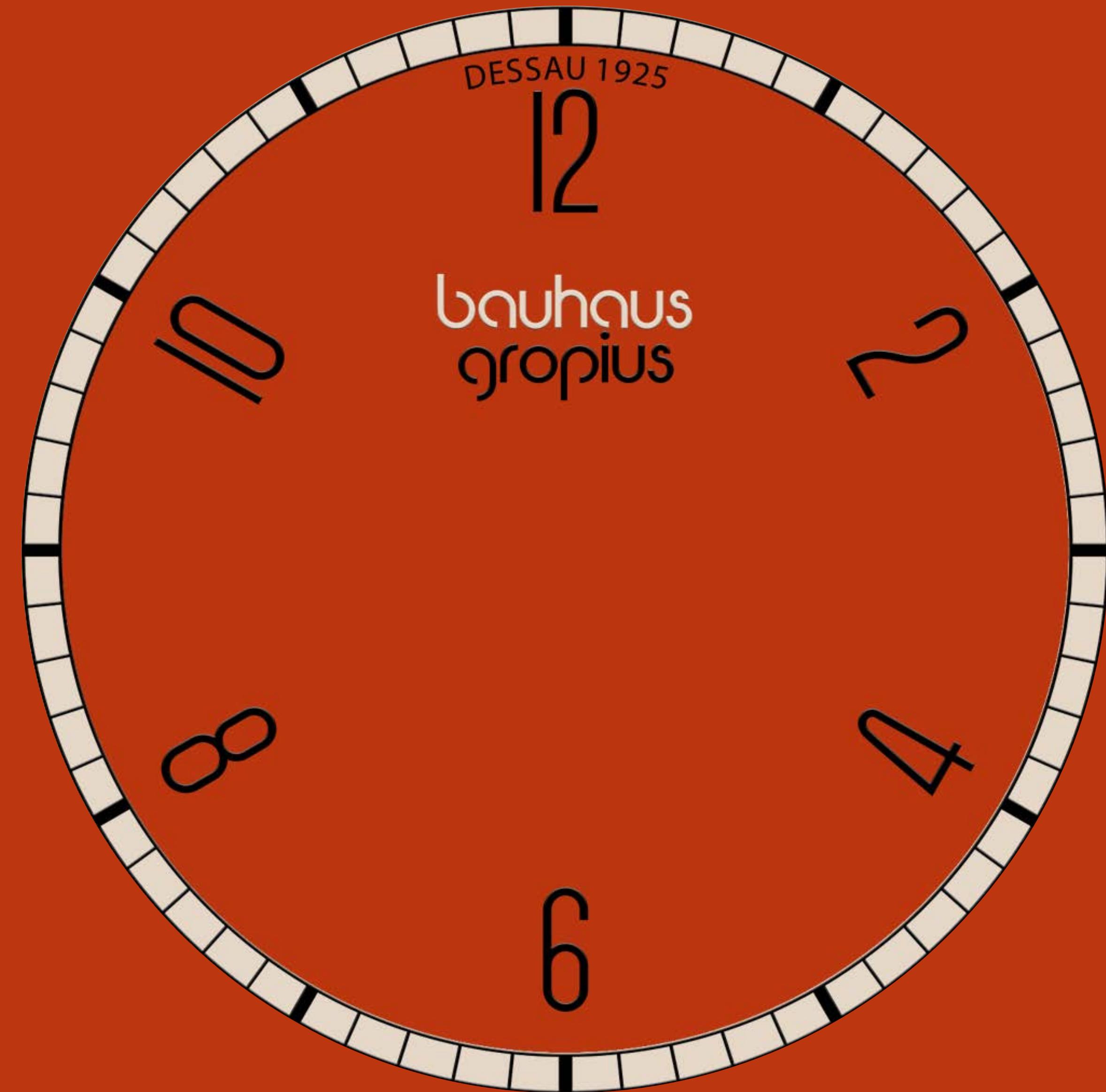


WGN 002-03  
275,00 €



WGN 002-04  
275,00 €

DESSAU 1925



NEW BAUHAUS

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## DESSAU 1925

The exclusive series, which takes up the colors and shapes of Lyonel Feininger's paintings, reflects the creative and innovative philosophy of the Bauhaus. Feininger, a German-American painter, graphic artist and Bauhaus master, significantly shaped the visual language of the Bauhaus with his works. In a letter to his wife Julia in 1925, Feininger wrote: "It's all over in Weimar, gentlemen, we're going to Dessau now", when the Bauhaus was forced to move from Weimar to Dessau under political pressure. This quote symbolizes the resilience and progress of the Bauhaus movement.

The watches in the series are characterized by their clean lines, geometric shapes and a colour palette directly inspired by Feininger's paintings. These design elements combine functionality and beauty in a unique way, offering both collectors and design enthusiasts a piece of history and art for the wrist.



WGN 003-06  
275,00 €



WGN 003-03  
275,00 €



WGN 003-05  
275,00 €



WGN 003-04  
275,00 €

## DESSAU 1925

“It's all over in Weimar, gentlemen, we're going to Dessau now”. These words symbolized a new beginning for the Bauhaus, which spread its creative wings from Weimar to Dessau. Resilience and an unshakeable belief in progress and innovation characterized this movement and became the driving force behind its reorientation.

The exclusive series, which takes up the colors and shapes of Feininger's paintings, embodies the creative and innovative philosophy of the Bauhaus. Feininger, a German-American painter, graphic artist and Bauhaus master, significantly shaped the visual language of the Bauhaus movement with his art. His works, characterized by clear lines, geometric shapes and a harmonious colour palette, reflected the ideal combination of functionality and aesthetic beauty.



WGN 004-02  
275,00 €



WGN 004-03  
275,00 €



WGN 004-04  
275,00 €



WGN 004-01  
275,00 €

# NEW BAUHAUS AUTOMATIC

## Series:

### New Bauhaus Automatic

- Made in Germany
- Unique Design
- Scratch-resistant sapphire crystal
- Watch straps made of genuine leather and stainless steel
- Case size: 38 mm
- Citizen Miyota 9039 automatic movement
- 100% high-quality stainless steel (316L)
- Water resistance 5 ATM
- Exhibition case back with sapphire crystal
- Design: Daniel Eltner
- RRP: 695 €

# NEW BAUHAUS AUTOMATIC



NEW BAUHAUS AUTOMATIC

bauhaus  
GOOD DESIGN  
walter gropius

## NEW BAUHAUS AUTOMATIC

In 1937, the New Bauhaus was founded in Chicago, a milestone that took the principles of the original Bauhaus in Germany and merged them with the industrial and creative possibilities of the United States. The New Bauhaus Automatic series echoes the spirit of Bauhaus by combining minimalist design with a clear-cut practicality. The dial is an ode to simplicity: clean lines, simple typography and minimalist color accents. At the heart of the watch beats a high-precision automatic movement, visible through a sapphire crystal case back, which is reminiscent of the transparency and openness that also characterized the New Bauhaus philosophy.



WGNA 002-04  
695,00 €



WGNA 002-01  
695,00 €



WGNA 002-07  
695,00 €



WGNA 002-08  
695,00 €

# atrium

## Series:

Atrium Automatic

Kontur Automatic

Sound of Bauhaus Automatic

- Made in Germany
- Unique Design
- Scratch-resistant sapphire crystal
- Watch straps made of genuine leather and stainless steel
- Case size: 40 mm
- Seiko Instruments NH72 automatic movement
- 100% high-quality stainless steel (316L)
- Water resistance 5 ATM
- Exhibition case back with sapphire crystal
- Design: Daniel Eltner
- RRP: 585 – 595 €

# atrium automatic

atrium



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## atrium automatic

The ATRIUM offers an insight into Bauhaus architecture in two ways. Through the glass back of the watch, you can look through a metal construction directly into its heart: the automatic movement. The construction is based on the window bars at the Bauhaus in Dessau and emphasizes the light-flooded glass and steel architecture of Walter Gropius. The famous window front is repeated on the black dial. The colored windows suggest that the viewer is standing in the atrium. They are also modeled on the mystical incidence of light through the stained glass windows in the chapel of Notre-Dame-du-Haut in Ronchamp.



WGA 801-01  
595,00 €



WGA 801-05  
585,00 €



WGA 801-03  
595,00 €



WGA 801-04  
595,00 €

# KONTUR AUTOMATIC



atrium



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## KONTUR AUTOMATIC

The contour, as a design element, plays a central role in the context of the Bauhaus. The pursuit of the synthesis of art, craftsmanship and technology, and the emphasis on clear lines and geometric shapes characterized the design principles. The contour, as the outline of an object or form, was used at the Bauhaus as a means of reduction and abstraction. Artists and designers at the Bauhaus strove for functional and aesthetically pleasing solutions, and the clear delineation of forms through contours enabled a precise definition of structures.



WGA 803-02  
585,00 €



WGA 803-01  
585,00 €



WGA 803-05  
595,00 €



WGA 803-11  
595,00 €

# SOUND OF BAUHAUS AUTOMATIC



atrium

bauhaus  
walter gropius

## SOUND OF BAUHAUS AUTOMATIC

1923, Bauhaus Weimar, Theodor Bogler's ceramics class. All you can hear is the gentle whirring of the potter's wheel. Design student Daniel Eltner has just cut a template out of plastic with the contour of a corrugated sheet. He is particularly interested in this semi-finished industrial product because of the special aesthetics of the Junkers airplanes from Dessau. As the potter's wheel rotates, the template slowly mills itself into the cast plaster and creates a flat, relief-like bowl that has nothing to do with the corrugated metal of the airplanes. Instead, it is reminiscent of the membrane of a loudspeaker. 2023, south coast of Crete. Designer Daniel Eltner wakes up to the sound of the sea and remembers a dream - The Sound of Bauhaus.



WGA 802-10  
595,00 €



WGA 802-01  
585,00 €



WGA 802-02  
585,00 €



WGA 802-07  
585,00 €

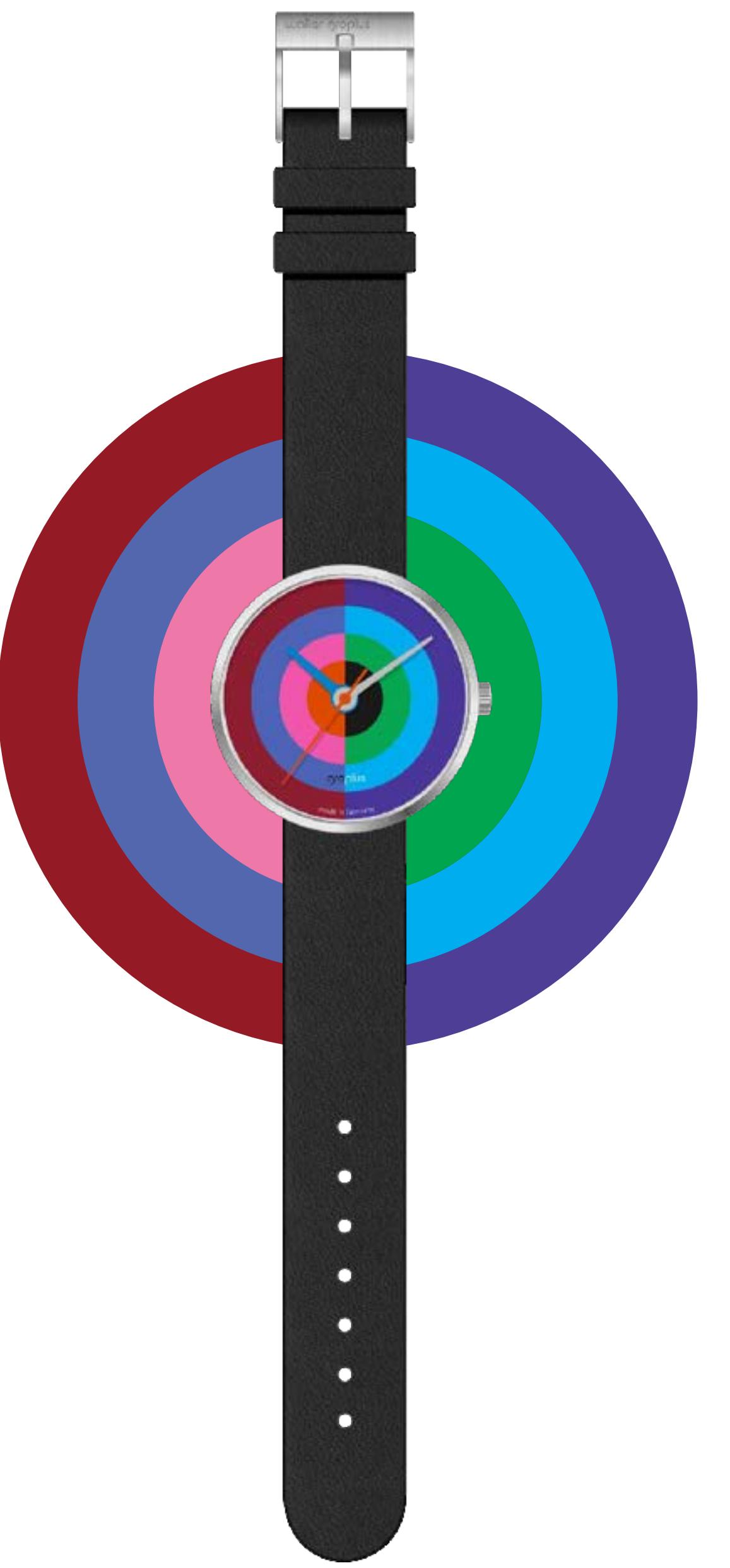
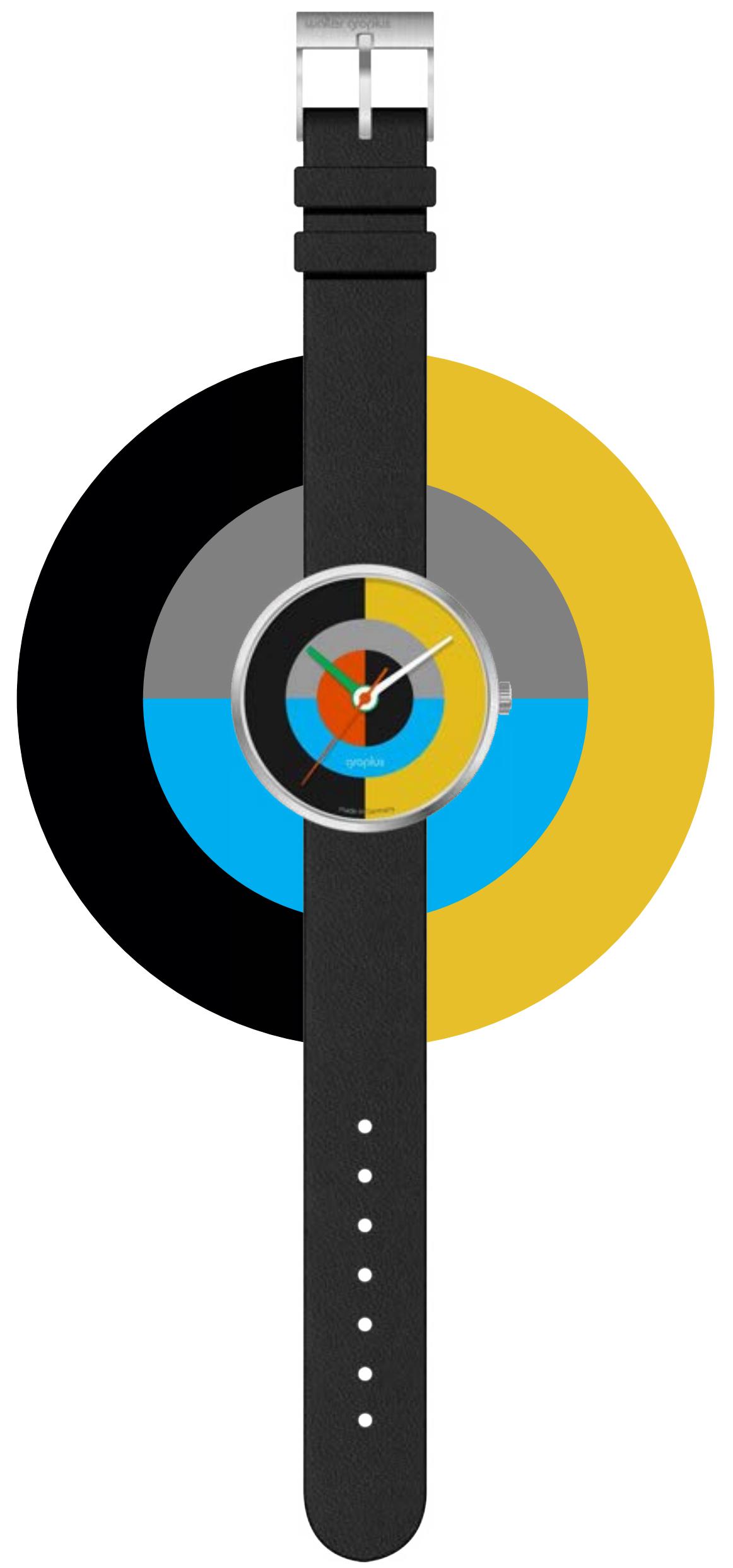
# FORUM

## Series:

J. Albers  
Window  
Simplex  
Classic Date  
Hommage à Moholy-Nagy  
... and other series

- Made in Germany
- Unique Design
- Scratch-resistant sapphire crystal
- Watch straps made of genuine leather and stainless steel
- Case size: 39 mm
- Citizen Miyota 2035 quartz movement (without date display)  
Citizen Miyota 2305 quartz movement (with date and day display)
- 100% high-quality stainless steel (316L)
- Water resistance 5 ATM
- Screw-down case back
- Design: Daniel Eltner
- RRP: 215 – 275 €

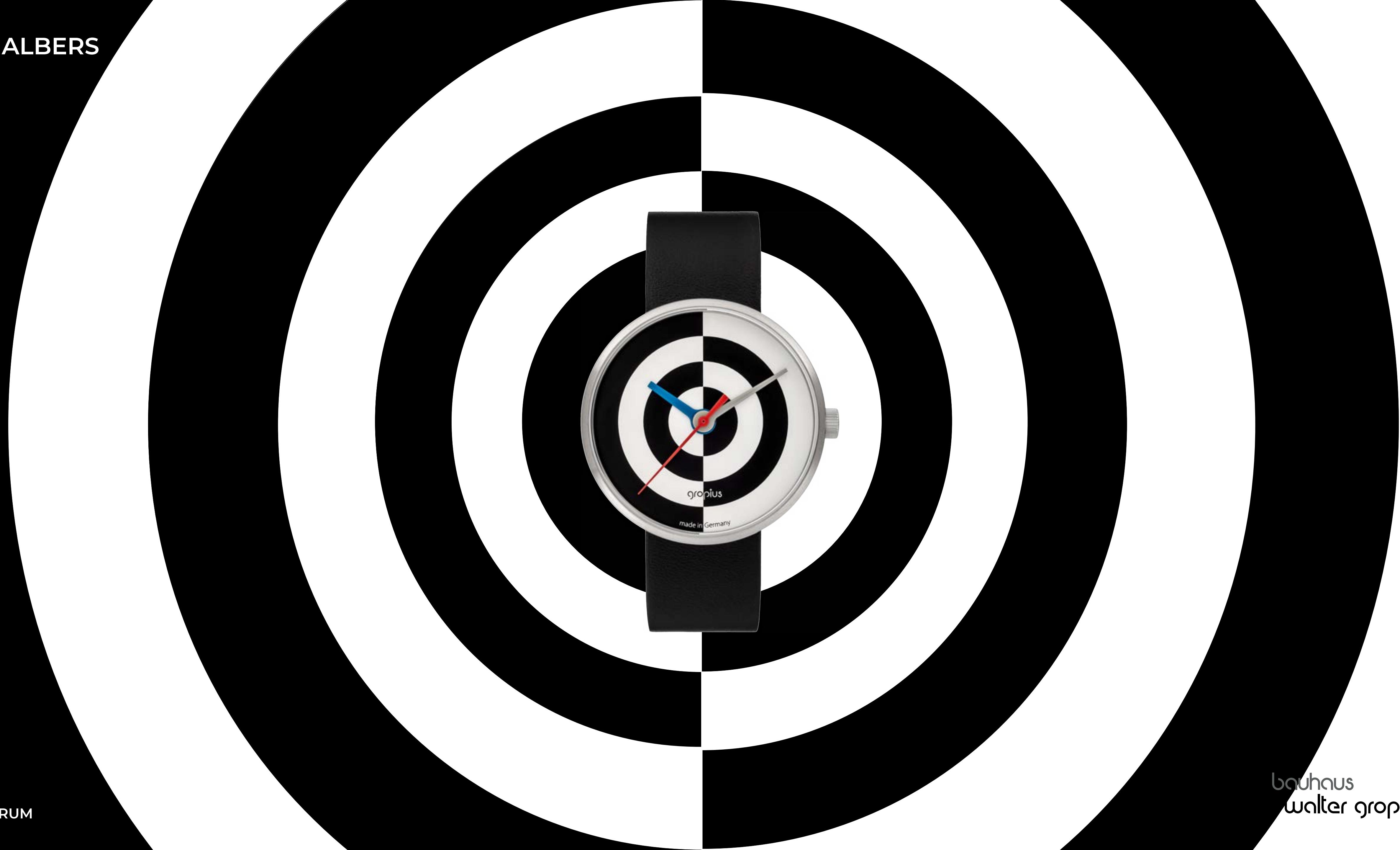
J. ALBERS



FORUM

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J. ALBERS



FORUM

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## J. ALBERS

The J.ALBERS is inspired by Josef Albers' famous painting "Homage to the Square". The abstract geometric shapes, the clear lines, the play of contrasting shades and the harmonious balance create a unique collection. In 2019, the WG 005-01 model received the Good Design Award from the Chicago Athenaeum, the oldest and most prestigious design award in the world.



WG 005-01  
215,00 €



WG 005-02  
215,00 €



WG 005-08  
215,00 €



WG 005-07  
215,00 €

WINDOW



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FORUM

## WINDOW

Bauhaus Walter Gropius watches are inspired by the unique aesthetics of the Bauhaus, merging poetry, vision and illusion into a timeless representation of space and time. The WINDOW series pays homage to the striking window front of the Bauhaus building in Dessau, its black and white dial reflecting an artistic representation of the architectural windows. This watch collection therefore not only stands for precise timekeeping, but also for the creative connection between design, history and avant-garde art in the spirit of Walter Gropius.



WG 001-01  
215,00 €



WG 001-01M  
225,00 €



WG 001-03  
215,00 €



WG 001-03M  
225,00 €

# SIMPLEX



## SIMPLEX

The SIMPLEX series is based on Ludwig Mies van der Rohe's credo "less is more". The design was deliberately restrained in order to create a clear and minimalist aesthetic. At the same time, subtle Bauhaus features have been incorporated to emphasize the function and structure without compromising the simple elegance. This synthesis of minimalist restraint and the fundamental principles of Bauhaus gives SIMPLEX a timeless and functional appeal.



WG 016-01  
215,00 €



WG 016-02  
215,00 €



WG 017-01  
215,00 €



WG 017-02  
215,00 €

CLASSIC DATE



FORUM

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## CLASSIC DATE

The simple and timeless design of the CLASSIC DATE suits every occasion. A clear dial offers good orientation and makes it easy to read the time.



WG 008-01  
215,00 €



WG 008-01M  
225,00 €



WG 008-03  
235,00 €



WG 008-03M  
245,00 €

# HOMAGE À MOHOLY-NAGY



## HOMMAGE À MOHOLY-NAGY

Moholy-Nagy's collages from the 1920s form the basis for the HOMMAGE À MOHOLY-NAGY series. The design of the dials is arranged in such a way that the hands appear to be abstract and representative of the founding year 1919 at 19:19 CET.



WG 021-01  
215,00 €



WG 021-01M  
225,00 €



WG 021-02  
235,00 €

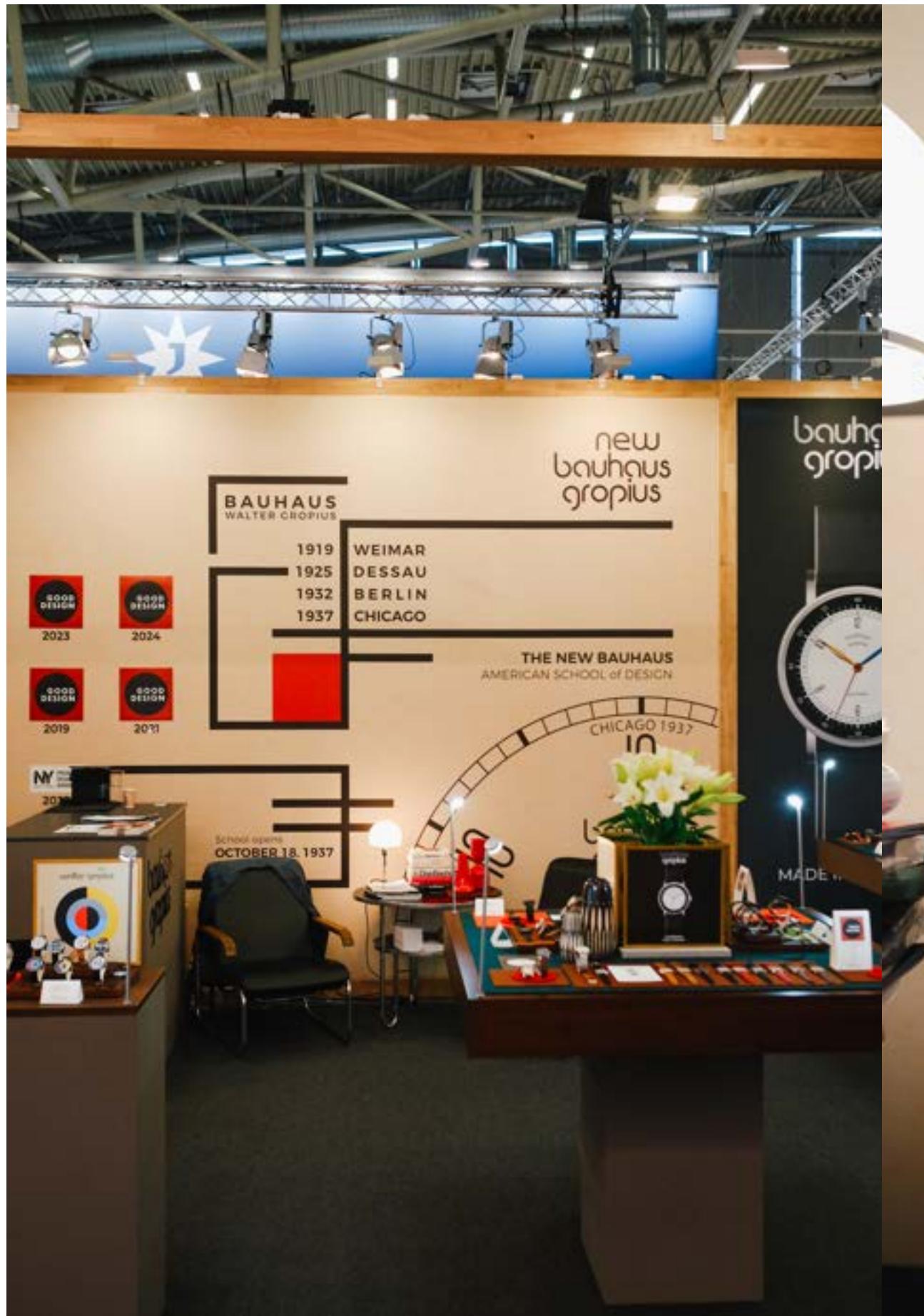


WG 020-01  
215,00 €

# TRADE FAIRS AND DECORATION

Inhorgenta Munich 2018/19/20/22/24/25

Ambiente Frankfurt 2024/25



TRADE FAIR AND DECORATION

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TRADE FAIR AND DECORATION

bauhaus  
walter gropius



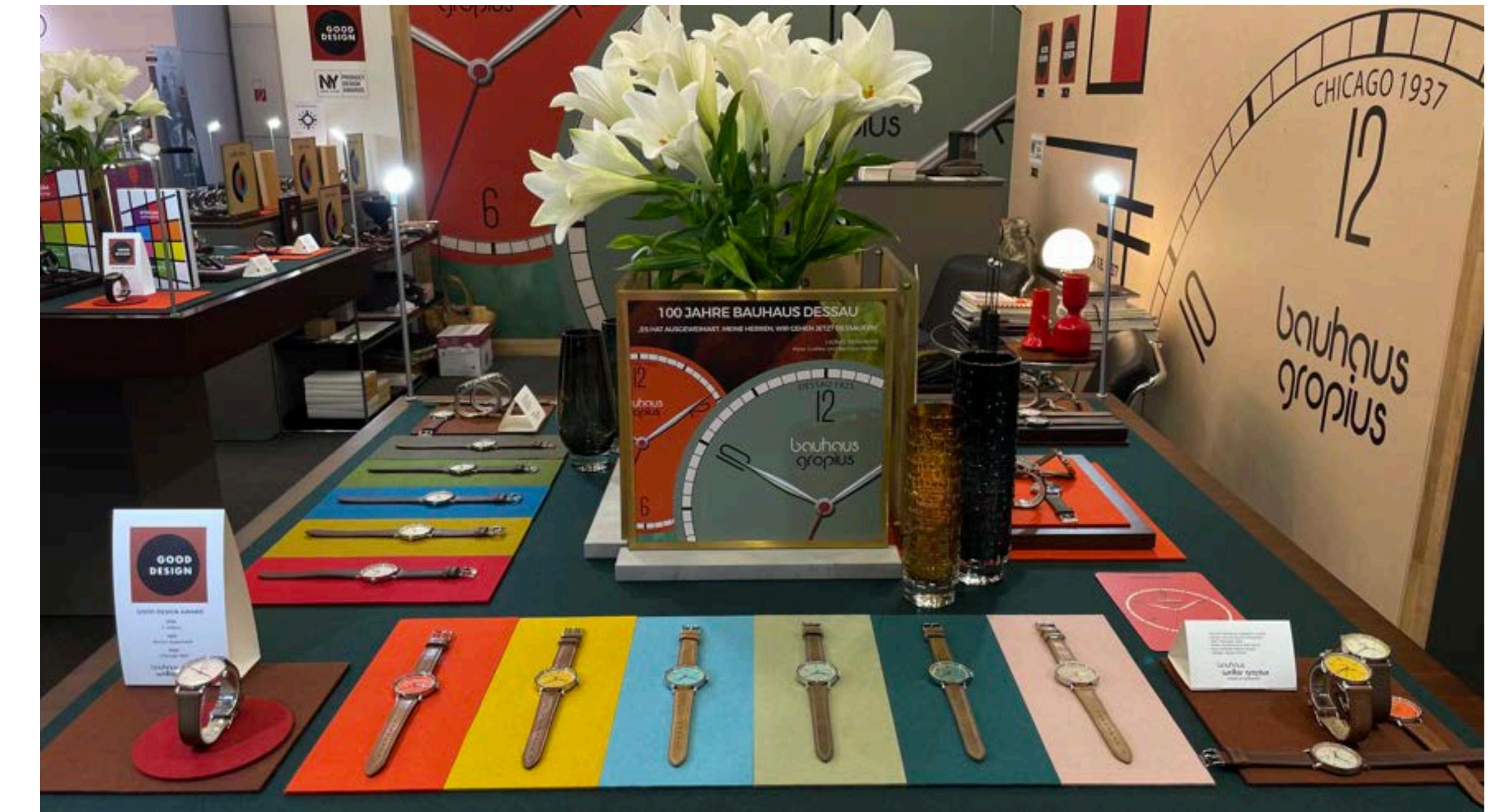
TRADE FAIR AND DECORATION

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# PACKAGING



PACKAGING

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