

# Rado DiaStar Original

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60-Year Anniversary



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“Time can be seen  
with different eyes.”

**RADO**  
SWITZERLAND

# DiaStar Original 60-Year Anniversary



**RADO**  
SWITZERLAND

MASTER OF MATERIALS

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**“Time can be seen  
with different eyes.”**





## Q&A with A. Bosshard

Dear Watch-Lovers,

The Rado philosophy is since the beginning based on a fundamental commitment to science and technology, to research and development in terms of materials and design. Rado has repeatedly challenged the limits of what is possible, and crossed into new territories. It is this unwavering commitment to the future, backed by the courage to pursue the vision of the founders “If we can imagine it, we can make it. And if we can make it, we will do it.” that make up the Rado DNA.

When the first DiaStar was presented in April 1962 at the watch fair in Basel, Switzerland, it created a sensation. But the journey of this icon started a lot earlier and with a simple idea: that of giving the world an accurate watch of lasting beauty. A watch with individual, unmistakable design and ultra-brilliant luster. After years of research and development, and with a lot of pioneering spirit as well as courage, an item of truly special form and charisma was born: the world’s first scratch-proof watch.

I am very proud to present to you the next chapter in the DiaStar success story – the DiaStar Original 60-Year Anniversary Edition and this time in another of Rado’s preferred materials – Ceramos™. This unique piece has been created in collaboration with the Swiss designer Alfredo Häberli. The goal was to revisit the model, with subtle but notable changes to mark its sixtieth anniversary, to keep the strong personality of its predecessor, while also adding the best and latest innovations.

Framed by a radial-brushed Ceramos™ coiffe with polished angles and detailing, set over a matching monochrome stainless-steel case, a sapphire crystal with hexagonal facets marks six decades since the original watch. The Rado R764 automatic movement with 80 hours of power reserve and an antimagnetic Nivachron™ hairspring ensures reliable and precise timekeeping. The watch is available in both an Anniversary Edition, as well as a standard DiaStar Original model with a parallel-stripe-faceted sapphire crystal, polished and brushed H-link stainless-steel bracelet, and a range of different, exciting dial colours.

I invite you to discover the four new DiaStar Original references. They stand today as they did in 1962 – for dependability, lasting beauty and endless wearing pleasure.

Best regards,

Adrian Bosshard, Rado CEO

**Q: Do you have any personal connection to the Rado DiaStar Original?**

A: For decades, watch connoisseurs have been wearing this watch. I have distinct memories from my childhood about family members and their acquaintances wearing a DiaStar and today, those watches still look like new. This certainly is one reason for me becoming a watch-lover myself and I am proud that the Rado DiaStar Original has a firm place in the bestseller list of many countries around the globe, to this day.

**Q: 1962 – a special year for Rado, also a special year for you?**

A: Indeed, like the DiaStar Original, I celebrate a round birthday this year – 40 years old with 20 years of experience.

**Q: What are the reasons for the long-term success of the DiaStar Original collection?**

A: This iconic product is totally unique in both shape and design. The choice of the material for the case – hardmetal before and now Ceramos™ in the new collection – makes the watch practically indestructible. It is truly a watch for a lifetime.

**Q: Who is the typical Rado DiaStar Original customer?**

A: A person with high expectations concerning the attributes of his timepiece and looking for a unique and exceptional design.

**Q: Where do you see this product line going, in the future?**

A: The DiaStar Original has for 60 years been an important pillar in the global Rado collection. I strongly believe that such an iconic product will continue to be a bestseller for the next 60 years.

**Q: How did the collaboration with Alfredo Häberli come about?**

A: We have been in contact with Alfredo Häberli, who is a great watch fan, for years. His passion for watchmaking made him the ideal designer to approach for the facelift of this iconic Rado product.

## DiaStar 1962 – Futuristic history

The world was riding the wave of the Post-War Boom, business was thriving and the creative field of watchmaking was no exception. Rado was still Schlup & Co. and competition was lively, so the company decided to create a watch that could outlast, outshine and outlive practically every other fine timepiece on the market. The heady Sixties had just begun, the Beatles and feminism were just around the corner and the time was perfect, to launch Rado's heartfelt mission to become the "Master of Materials".

With that firmly in mind, Rado engineers and designers turned their attention to the materials that were going to be used for the case and the watch crystal, in the first instance. The projected timepiece would have to be both an outstanding example of durability and good looks, of course, but also capable of keeping those qualities nearly forever. It was a tall order, and one that Schlup & Co. were sure their engineers could meet. After all, key people at the company liked to say, "If we can imagine it, we can make it. And if we can make it, we will!" Now was the time to put that vision to good use.

Under the Rado name, they set out on their noble mission: to build a watch that would be scratch-proof, made of an alloy of tungsten carbide called "Hardmetal". In that shiny, highly-resistant case, they then put a sapphire crystal glass almost as hard and durable as diamond. Back in the day, we should remember, a lot of watch cases were made of gold or plated brass, with a fragile glass of mineral or polymer origin, sometimes with additional detailing in delicate enamel or other finery that was quite susceptible to damage. The new case was going to be almost eternal. So, on November 28, 1961, Rado officially patented the use of hardmetal alloy for watch-case manufacturing. They became the first company to join a hardmetal case and a sapphire crystal in a truly unique new watch, with a bold new design. The DiaStar had arrived.



Rado DiaStar Advertisement Display, approx. 1962-1965

## DiaStar – The epic shape of time

The original shape of the DiaStar timepiece, a striking oddity in 1962 and one that saw no big change throughout its various incarnations, was a true milestone. It helped to establish Rado as THE design brand and in that light, the story deserves a word or two of explanation.

Few people realize that the unique shape arose from technical constraints rather than a particular aesthetic objective. Machining such an incredibly hard alloy implied techniques that were, one might say, cutting-edge in their day but not quite what can be done nowadays with computer- and laser-assisted CNC machining systems. The watch landed its signature oval shape almost by chance but struck the intuitive vision of key Rado decision-makers who saw it, and the DiaStar found its way to market. Sixty years later, with nearly five million units sold all around the world, everyone at Rado can look back on that decision with pride, even if the early years were a soft crescendo rather than a spike to instant fame. The unique watch received recognition first in the Far-East, after its launch, and then slowly throughout the rest of the world. Since then, the timepiece has truly become one of the most loved and iconic creations, not only at Rado but for the entire Swiss watch industry.

Early on, Rado marketing strategies for the DiaStar included some exciting product demonstrations where people were invited to try to damage the DiaStar's finish, using a knife or a nail file. People tried but no one succeeded. Visitors at those

international fairs had never seen such an alloy. Those trade events helped the unique timepiece gain favour with the wider public. The existence of such an object, impervious to the ravages of time, gave the watch an otherworldly, almost supernatural appeal: "It looks great when you buy it and it will look great for the rest of your life." An irresistible marketing byline, if ever there was one.

**“Extraordinary watches for extraordinary people.”**

**“How could anyone want to wear another watch, now that the Rado DiaStar exists?”**

# DiaStar – About the name

**RADO**  
**DIASTAR**

No one had done it before. Watches had held their noble place by just being handsome and functional, at best. Rado was about to make a statement, that durability and extreme resistance were also factors that buyers were taking into consideration. That Post-War world was full of action and excitement, which suggested a measure of additional danger and drama: a watch truly fit for purpose had to outlive practically anything. It had to be as tough as diamond and shine like a star, nearly forever, after years of wearing. The watch case was made of a spectacularly-resistant tungsten carbide alloy called "Hardmetal", an industry first, that brought exceptional lustre to the case.

It held a sapphire crystal such as those that had just begun to find wider use in watchmaking, thanks to improvements in large-scale manufacturing technics. More and more, sapphire crystal was becoming the resistant and durable watch-glass material of choice. This diamond-like resistance and indestructible shine made the name "DiaStar" an absolute natural. The clever fusion of those two words has been the model's very evocative moniker ever since.

**"The Rado DiaStar,  
story of an icon."**

At last, a watch like no other watch



... BETTER than the most expensive in the world!

*(We are against too many words in advertising but THIS IS WORTH READING!)*

**DIAMOND** shaped the *DiaStar*.  
For no other substance on earth can cut into the precious super-metal the *DiaStar* is made of : more costly than gold, so hard the best files cannot even scratch its shining surface.  
This is the most important watch case development in more than four centuries of Swiss watch history. And for the first time, you get lifetime guarantee for the scratchproof case of this unique watch.

**SAPPHIRE**, next only to diamond for hardness, forever crystal clear, protects the artistic *DiaStar* dial.

**BEAUTY ETERNAL** of undying, discreet radiance — of stark, dramatically simple lines enhanced by striking modern art interpretation. Makes conventional watches look old-fashioned.  
The *DiaStar* is the perfect, vital jewel for the man of taste.

**COMPLETE** of course with all modern watch features: SELF-WINDING, CALENDAR, SHOCK-PROTECTED, ANTI-MAGNETIC, UNBREAKABLE MAINSPRING and WATER-RESISTANT to the greatest depths man can reach under water — and SCRATCH-PROOF too!  
*DiaStar* is a dress watch so rugged you can take it with you even if you want to go out to "rough it".

Not less than 5 RADO Swiss Patent DEM. cover the exclusive features of *DiaStar*.

**TRADITIONAL SWISS ACCURACY** is provided by high-precision movement manufactured in one of Switzerland's largest and most modern factories.  
*DiaStar* has achieved unprecedented progress through dynamic research coupled with high regard for tradition of Swiss craftsmanship.

**WHAT PRICE** this priceless watch?  
You will hardly believe it. The RADO *DiaStar*, the only watch in the world to offer so many combined features, costs *less* than other high-quality, modern precision watches.

*Interested in technical data?*

Here is the official *DiaStar* rating on the international hardness scale:

Diamond	10,0	— the hardest matter found on earth
Sapphire	8,6	— <i>DiaStar</i> is equipped with a sapphire crystal
<b>DiaStar</b>	<b>8,5</b>	<b>— <i>DiaStar</i> is protected by the hardest watch case in the world</b>
Topaz	8,0	
Quartz	7,0	
Special steels	6,5	
Steel	4,5	
Platinum	4,3	) the same metals have been used for conventional watch cases for more than four hundred years!
Brass	3,5	
Silver	2,8	
Gold	2,8	

SCHLUP & CO. LTD. WATCH-FACTORY LENGNAU-BIEL SWITZERLAND STAND 307

More than just a timepiece:  
**The Rado DiaStar.**  
 The story of a Swiss watch that made history.

A pioneering spirit, the courage to think a long way ahead and the personal commitment of those involved created the prerequisites for the invention and worldwide success of the "DiaStar" scratchproof wrist watch. This new scratchproof feature was however not the only factor which led to the DiaStar becoming one of the most successful wrist watches in history. A completely individualistic style coupled with special brilliance and the product philosophy involved also played its part.

**How it all began**

The Rado story started in the First World War. From modest beginnings, the company founded in 1917 became over the years one of the most significant manufacturers of watch movements most of which were exported to the USA. However, in the early fifties severe competition and an increasing pressure on prices brought a swift turnaround; the company management decided to produce its own watch brand - the Rado trademark was born.

**Conquering of new markets**

Entrepreneurial ambition and the courage to create something out of the ordinary were characteristic of this new development from the outset: an unconventional "wayout" design was the distinguishing feature of this watch right from the very first collection. Buyers were sought in new markets scarcely touched by competitors. In the course of extensive travel, contacts were made which even today form the basis for Rado's worldwide involvement.

**Service is the basis for trust**

Rado is not satisfied with simply selling watches; the aim is not short-term sales but rather the firm establishment of our brands in all important markets. Customer trust is rapidly created by the continuous development of a comprehensive and efficient service network. This and systematic locally-suited advertising explain why Rado quickly became one of the most respected and well-known watch brands in the world.

**New, demand-oriented ideas**

The first prerequisite for market success is however always the correct product. Thus from the outset, Rado sought direct customer contact attempting to sound out needs and desires by intuitive market research at a time when market analysis was almost unknown. In this process, it was established that many

buyers wanted large, rugged and yet aesthetic watches and thus it was along these lines that subsequent Rado development endeavours were directed; namely towards the search for new shapes and materials for a durable, uncommon watch.

**The first scratchproof watch**

The turning point came in 1962 when the Rado DiaStar - the World's first scratchproof watch - was born. This success did not however come about overnight, the material used - namely tungsten carbide, which when sintered is harder than quartz crystal, was well-known but nevertheless the difficulties encountered in its shaping and machining were such that a great deal of expensive work had to be performed before the required precision and quality could be achieved.

**Rado - leader in styling**

Scratchproofness is not the only new feature offered by the Rado DiaStar - its styling is also an innovation. The then completely revolutionary styling ideally accentuated the special brilliance of the hard shell unequalled by any other material. Thus our new development was a complete reversal of the trend at the time, namely a small watchcase and lots of glass. The DiaStar began



a new trend rapidly achieving the ratings "leader in styling" and "trendsetter".



Still a bestseller: The original DiaStar as it appeared on the market in 1962.

**The ill wind of the early days...**

The initial phase was not without its difficulties; instead of spontaneous market acceptance, the new watch met with scepticism and the "cold shoulder" treatment. In such a situation, two other Rado virtues showed their true worth - namely the stubbornness and tenacity with which the company defends its convictions: in lengthy, totally committed discussions, endeavours were made to convince agents and dealers of the validity of and possibilities for the future offered by this new trend.

**...which changed to announce one of the greatest success stories in the history of the watch**

The first fruits were soon forthcoming. The enthusiasm shown by management and staff alike rubbed off on others and before long the astounding success of the Rado DiaStar was the talk of the whole industry. Nor did it take long for the DiaStar to become one of the most copied makes in the world.



**What sort of people wear the Rado DiaStar?**

To answer this question, Rado carried out a market study which revealed that DiaStar wearers - regardless of status - are hardly ever "run of the mill" people; on the contrary they are people who lead full lives and know how to appreciate something different; people who are capable of showing enthusiasm and who love commitment.

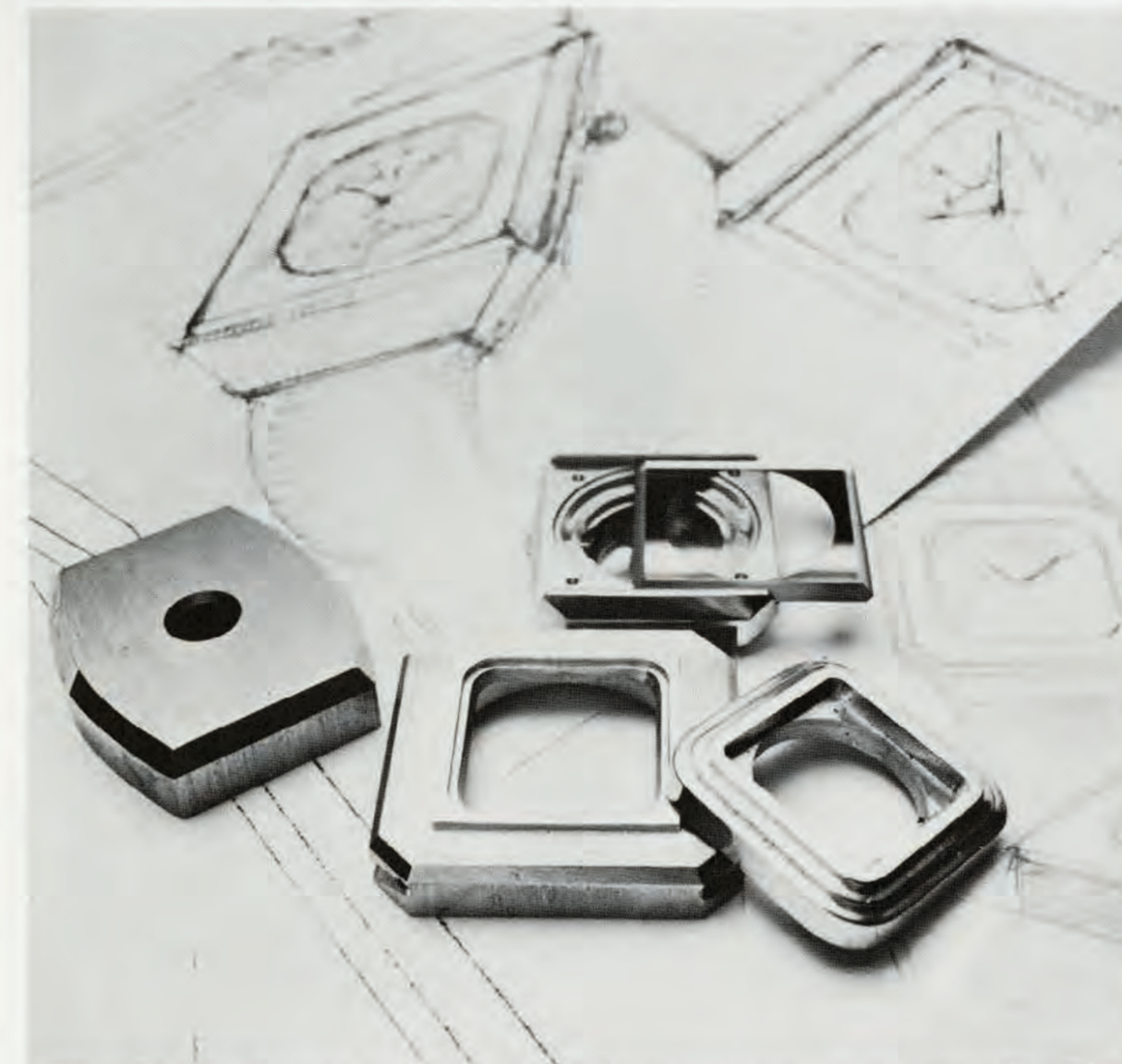
**A club with no statutes**

Amazingly enough, many private and business contacts have come about thanks to Rado DiaStar. Customers are always telling us of chance meetings with other DiaStar wearers which led to valuable contacts. Thanks to the deep sense of identification which the DiaStar wearer has with his watch - most people wear it such that it can readily be seen - the Rado DiaStar has virtually become an international club "badge": the DiaStar club is alive and well without ever having been officially formed.

**What of the future?**

Although the classic DiaStar continues to be a bestseller, Rado is always on the lookout for new developments: new shapes and makes are constantly being created for all types of watch from the conventional movement for manually wound watches to the most advanced electronic makes. The latest DiaStar series with flat quartz analog movement is also fascinating due to its completely new, individualistic style and is already being considered a new "trendsetter". The coexistence of classical and highly advanced brands shows that Rado is always abreast of the latest ideas, but not at the expense of tradition. It also clearly reveals that it is not so much the current situation as the product's own philosophy which forms the piece de resistance of DiaStar's 17 years of success: capturing the passage of time in a case which radiates permanence and the individuality of its wearer through its durable material and special style.

*This is how the hard shell of a DiaStar is made: Tungsten carbide powder is compressed into blanks and then formed into watch cases while still pliable; followed by sintering at 1450°C and finally a polish with diamond powder providing the hardness and appearance to which the Rado DiaStar owes its scratchproofness and lasting brilliance.*



The reputation of being a "leader in styling" must be defended daily in the Rado design department: countless drawings, sketches, detailed studies and prototypes are necessary before a new model can be considered good enough to be incorporated in the Rado collection.

**The Rado philosophy**

The astounding successes achieved by Rado on the international market, which have made the company one of the three largest exporters of Swiss watches, are essentially the result of a specific and "living" company policy based on the following:

**A pioneering spirit:** The determination not simply to follow in everybody else's footsteps comes above all to the fore in the invention of the DiaStar.

**Continuity:** The courage to think a long way ahead and to stick to ideas are revealed for example in the way in which the DiaStar was launched worldwide despite initial difficulties.

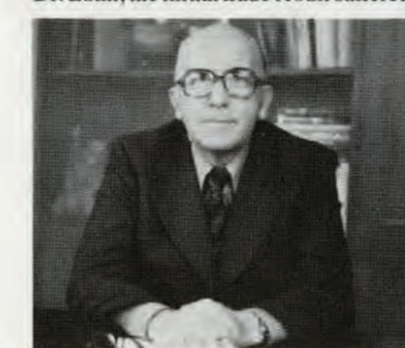
**Personal commitment:** The readiness of its employees to give everything for the company and its products has been a decisive factor throughout the company's history.



A new trendsetter: The latest DiaStar creation - a fascinating example of brilliant and unmistakable, individualistic style.

**A productive idea**

An interview with Dr. Paul Lüthi-Schlup, Managing Director and Chairman of the Board of Directors of Rado Watch Co. Ltd., Lengnau.



Dr. Paul Lüthi-Schlup

by the Rado DiaStar in the early sixties was a severe test for your company. What caused you to stick by the then revolutionary idea of a scratchproof watch despite all the difficulties involved?

We were firmly convinced that the Rado DiaStar would find acceptance sooner or later.

At the time your company was just launching its own products. Did you view the DiaStar as a way of building up Rado into a leading company with a top of the line product?

That was certainly another reason for sticking by the DiaStar come what may. However, in view of the fact that we did not have the potential of a large company, we had to employ our resources carefully and expand gradually.

Where was the first real breakthrough achieved with the DiaStar?

In Bangkok. At that time Thailand was ideal for launching such an unusual product: in contrast to North Americans for example, the Thais are extremely "watchminded"; they not only view the watch as a functional timepiece but also as a piece of jewelry with which they can identify and which they would literally starve themselves to get if necessary.

To what do you attribute the extraordinary success of the Rado DiaStar?

Firstly to the fact that we were not only selling a product but also an idea and secondly to the fact that by marketing a watch of unusual shape and material we were able to approach a range of buyers who look for something a bit different

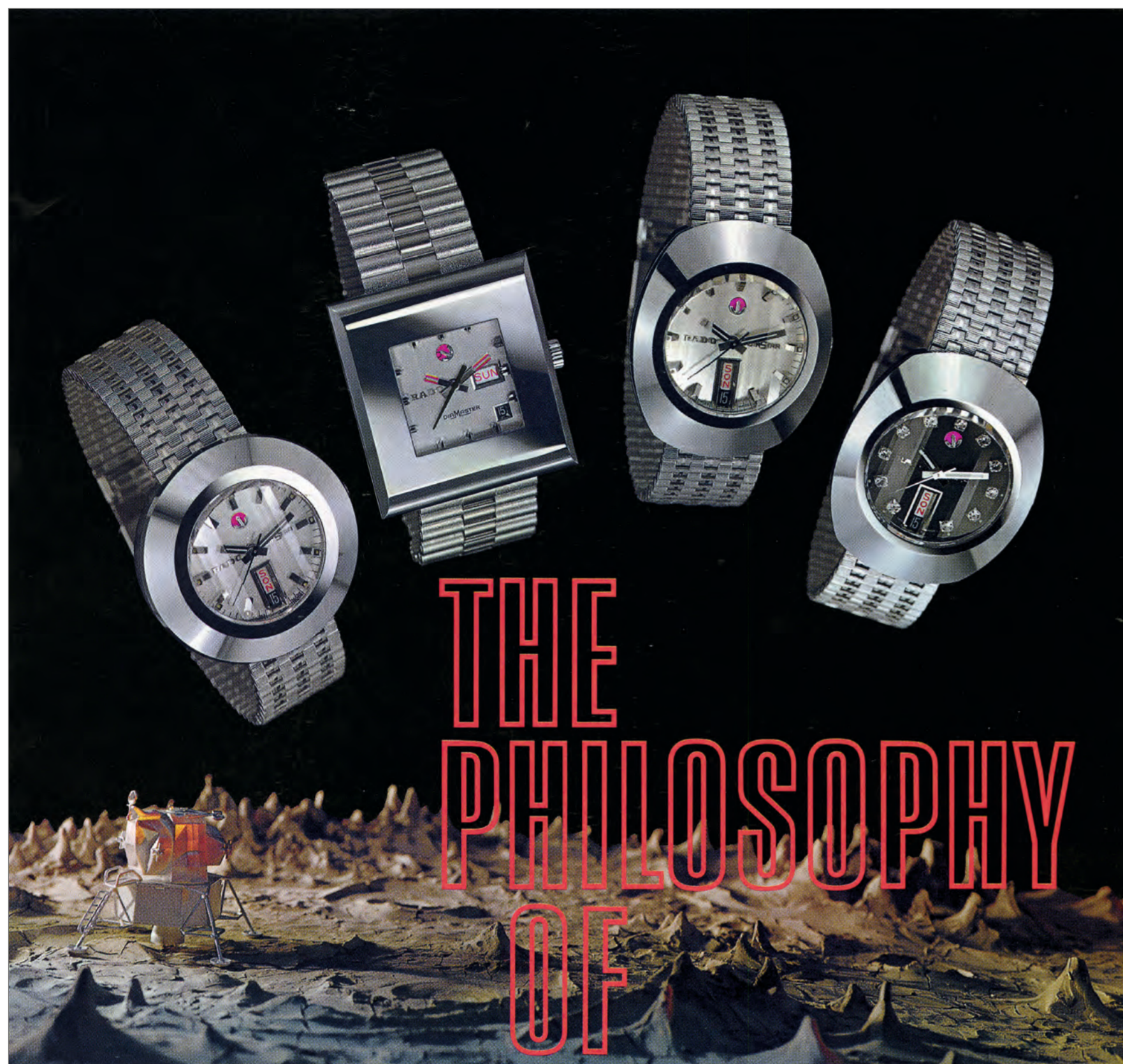
and identify themselves all the more with their purchase. This readiness to identify plays a dominant role in determining the reputation of a particular brand.

How do you assess DiaStar's future?

I am convinced that the DiaStar can become even more successful. The many years of experience which we have been able to gather throughout the world with this watch have substantiated its particular advantages, namely its robustness, fascinating brilliance and individualistic design. The general market trend shows that the future of individual watch brands is dependent not only on the techniques involved, but even more so on styling, sales know-how, worldwide service and what I like to call "brand philosophy".

**RADO**  
 Rado Watch Co. Ltd.  
 CH - 2543 Lengnau/Switzerland

**"Rado DiaStar, the ultimate expression of personality, character and style."**



# THE PHILOSOPHY OF



**RADO**

# SUCCESS



**RADO DIASTAR**  
The world's first absolutely scratchproof watch, automatic winding, calendar indicating the date and the day of the week. The only super-waterresistant watch (tested under a pressure of 22 atmospheres, equivalent to a depth of 715 feet under water) that is fitted with a sapphire glass. The Rado DiaStar retains its initial beauty for years on end: a Rado feature that is exclusive throughout the world.  
DiaStar 8-S, with sapphire applique.  
DiaMaster 10, first square scratchproof watch.

Find a fourth dimension for the reading of time. Reconsider the watch, redesign an article for everyday use, make it not only an accurate timekeeper but also a thing of lasting beauty, combine ultra-modern styling with the technique of the age of space research. That is the RADO philosophy.  
A wager... but its results have exceeded our wildest hopes, thanks to the worldwide success of RADO's exclusive creations. Rado sets the trends, the others follow.

RADO WATCH CO., INC. a subsidiary of A. Cohen & Sons Corp., 27 West 23rd Street, N.Y., N.Y. 10010, Phone 212-675-4400

Rado DiaStar Advertisement, 1969

**"A bit of the future can be bought today."**



How could anyone want to wear another watch, now that the Rado DiaStar exists?

**RADO**  
DIASTAR

Rado DiaStar Advertisement, 1974

**"Some set trends. Some follow. Rado is the new direction."**



**C1. DiaStar #10-SB**  
Man's 17-jewel automatic, day and date.  
\$300

**C2. DiaStar #11-SB**  
Lady's 17-jewel automatic calendar.  
\$250

Budget Terms

**C4. DiaStar #8-SB**  
Man's 17-jewel automatic day and date.  
\$260

**C3. DiaStar #3-SB**  
Lady's 17-jewel automatic calendar.  
\$195

Each DiaStar features a scratchproof case and crystal.

Extraordinary watches for extraordinary people.

**RADO**  
Dia Stars

All ionizable shock protected, anti magnetic and water resistant to 715 ft.

Rado DiaStar Advertisement, 1970



# DiaStar milestones – The journey to icon status

Bold originality and the smart creativity that brings it to life need time and investment of a very special kind. The research and development of the first Rado DiaStar took three years, maturing its deeply original character through a long process that culminated in a press announcement in late 1961. The watch was then presented at the Mustermesse in Basel the following spring 1962, to coincide with its simultaneous launch into the market. Crucial dates in the development of key materials or technics have also been included, in the following timeline.

**1962**

DiaStar 1 – The very first DiaStar is launched



**1962**

DiaStar 3 – Ladies version



**1967**

DiaStar 8 – DayDate version



**1972**

DiaStar 13 – First version in yellow gold colour



**1974**

DiaStar 18 – Aubergine Colour



# ... the journey continues



**1976**  
DiaStar 84 - Quartz LED



**2000**  
Royal Dream



**1990**  
The Original - The bestseller



**2005**  
New Original



**2007**  
Chronograph rattrapante



**2022**  
DiaStar Original  
60-Year Anniversary Edition

**We proudly present...**



# DiaStar Original 60-Year Anniversary Edition



Ref. R12163118



The DiaStar Original 60-Year Anniversary Edition is delivered in a stylish grey pouch with a woven stainless steel mesh bracelet "Milanese", as well as a textile strap, quickly interchangeable for a different look, thanks to the EasyClip system.



# Specifications

## Rado DiaStar Original 60-Year Anniversary Edition

Ref. R12163118

**Movement** Rado calibre R764 (gold plated), automatic, 25 jewels, 3 hands, date and graphical day display with 2 colour scheme in grey or natural colour Super-LumiNova® at 6 o'clock, 80-hour power reserve, antimagnetic Nivachron™ hairspring, exceeds standard test requirements from 3 to 5 positions for higher accuracy

**Case** Polished Ceramos™ bezel radially-brushed conical external surface  
 Polished stainless steel middle part  
 Polished stainless steel crown, with matt anchor symbol  
 Hexagon faceted sapphire crystal anti-reflective coating on inside face  
 Polished stainless steel case back  
 Special engraving on case back:  
 DIASTAR ORIGINAL 60-YEAR ANNIVERSARY EDITION, DESIGN ALFREDO HÄBERLI  
 Water-resistant to 10 bar (100 m)

**Dial** Metallic grey, circular brushed  
 Dot indexes filled with natural colour Super-LumiNova®  
 Silver coloured moving anchor symbol on metallic grey background  
 Grey printed Rado logo

**Hands** Rhodium coloured with natural colour Super-LumiNova®  
 Rhodium coloured second hand with blind hole

**Bracelet** EasyClip system  
 Satin brushed stainless steel "Milanese", polished sides, satin brushed cover with polished openers  
 Additional grey textile strap, satin brushed stainless steel extendable folding clasp and polished pushers

**Dimensions** 38.0 x 45.0 x 12.3 (WxLxH in mm)



Rado calibre R764 (gold plated)



Video  
 DiaStar Original  
 Packshot

“The ultimate expression of personality, character and style.”

# Alfredo Häberli, Designer

**Known for designs that are reduced and frequently inventive, his work is consistent and versatile, avoiding trends and exuding a solid and enduring quality that intertwines with material, technology and time itself. Alfredo Häberli has been praised continuously for his unique ability to embrace reality while employing fantasy, as well as for his constant search for originality and innovation.**

The designer Alfredo Häberli (born in 1964) describes himself as a blend of Swiss precision and Latin American emotionality and has thus achieved international renown. In his Zurich based studio «Alfredo Häberli Design Development», the Buenos Aires-born designer conceives the reduced and the inventive, combining functionality with soul and humour.

Instead of following trends, he tries to find his own solutions. Today, more than thirty years after opening his own studio in 1991, he still realises his visions for brands such as Iittala, Baufritz or Andreu World with the same level of passion, discipline and élan as on day one.



## Work



### Essence

Range of glasses for Iittala, Finland (2001)

My personal heritage was essential for this project. Knowing the gastronomic business well (restaurant & hotel in my family), my aim was to integrate this knowledge in a modern shape. Not losing the scientific functionality of a shape in relation to the liquid. The idea for the glass range was to create a balance between tradition and modernity, between celebration and daily use, a balance with one and different uses. In a way, I tried to find the essence in-between. The shape was a challenge for production. The most difficult detail was the stem going into the completely flat bottom plate. This detail with the trapeze shape of the bowl gives the unusual character of the glasses. The water glass is without a stem and can be used as a shot glass or table wine glass in a daily function. The carafe has a pinky colour inspired by having some wine drops in a glass that reflects in the whole body. Sometimes drops on a table line leave the same pinky colour. Over the years, this collection has been constantly cultivated, expanded, and adapted to match changing drinking habits. In summer 2022 with a new cocktail glass. For me, it is an honor that the Essence range has been maintained for more than two decades now – this is a commitment that probably only a company like Iittala can make.



### Haussicht

Habitat between object & architecture for Baufritz (2016)

The main objective was to develop a new showcase for Baufritz's expertise in timber construction. It had to be independent, contemporary and unique. In the main building, the Flagship, the ground floor has a spine as its visual and functional focus: built-in furniture with extensive storage space that runs centrally through the entire length of the building. This piece of furniture acts as both a partition and rear wall. The small neighbouring building, the Stöckli – traditionally a house in Switzerland that farmers move into when they retire – has been designed to serve as a workshop, guest rooms or living accommodation for a grandparent. The Stöckli adopts the barrier-free home concept and is an attempt to use this important idea as the starting point for an exceptional design.

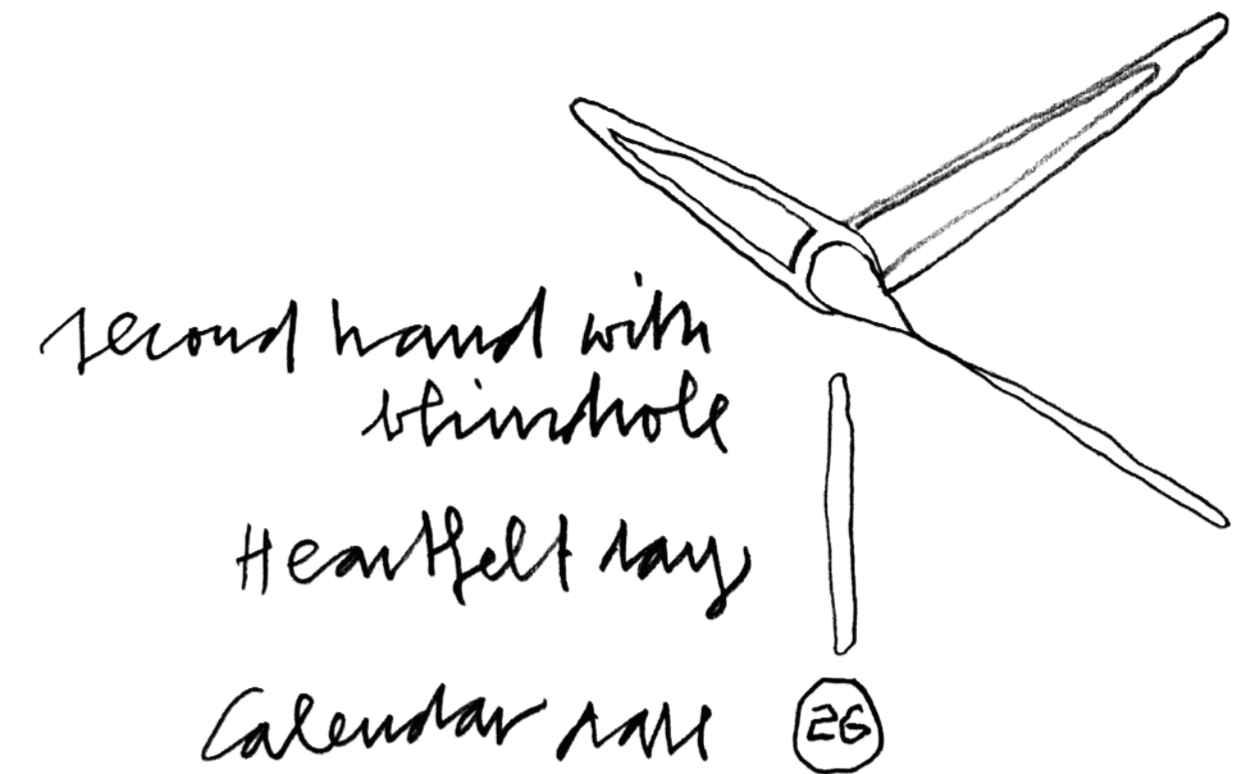
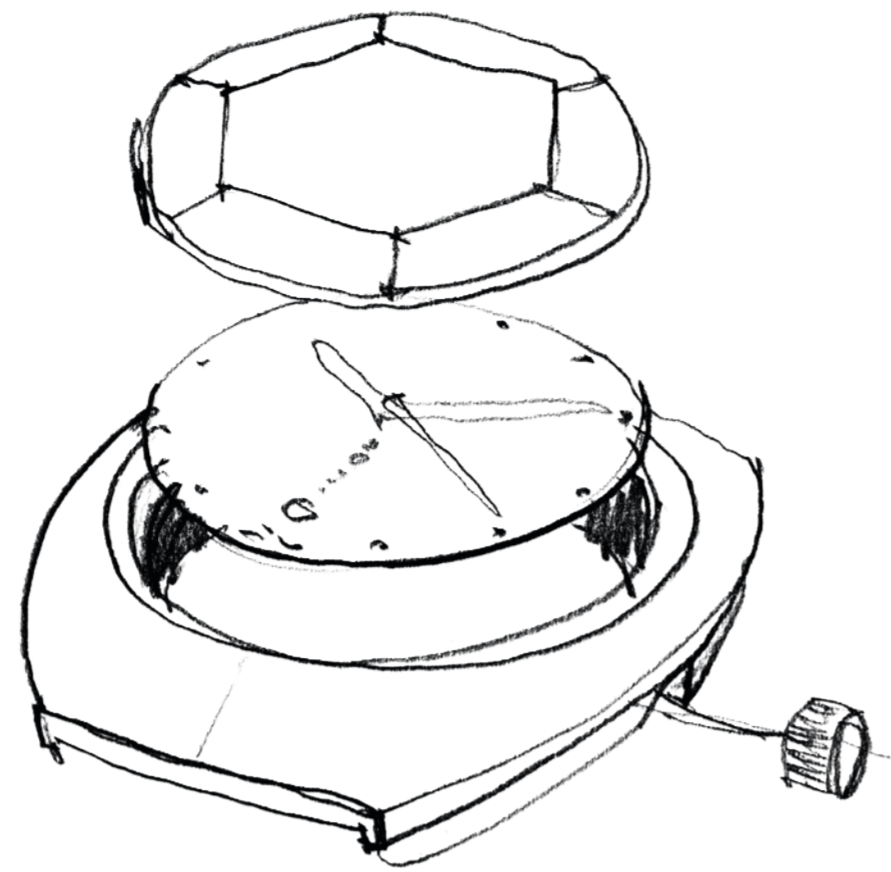


### Giro Soft

Modular sofa for Andreu World, Spain (2020)

Organic, comfortable and cozy. The sofa Giro Soft is a modular system that starts from a gesture, a smooth and infinite curve. With it, the most efficient use of space is achieved, providing an organic, comfortable and welcoming character, supported by an architectural base with solid ash wood feet in the form of a sled or with an injected aluminum structure. Starting from a series of modules with 90- and 45-degree curves, straight or end segment, this new collection proposes multiple compositions that define and organize the environments. Giro Soft is lightweight, architectural, it has been created from elaborate upholstery work. In the summer of 2022, the new office and home office programme In Out Office was presented in Chicago. The programme offers outstanding solutions for comfortable working in the office and uses the friendly and human design to apply some configurations equally well in private spaces at home. In Out Office glances into the near future and aims to provide an answer to what will change. Simple, direct, unpretentious, and clever. The central question is: Is it now the «Office at Home» or does one feel «Home at the Office»?

# Q&A with A. Häberli



**Q: What is your relation to time / watches?**

A: My enthusiasm for watches was awakened on my 18th birthday, when my father gave me the watch his father had given him for his 18th birthday. That was the beginning of my fascination with watches and my passion for collecting them – preferably those from the late 1960s and early 70s. Since I opened my own design studio more than 30 years ago I haven't kept up with the times, which means I don't follow trends. But my never-ending dream is to design a watch.

**Q: Rado is known as a pioneer in material innovation – how important are materials in your work as a designer?**

A: History teaches you that much has been created, formally. The material, however, offers a perfect opportunity for real innovation. For the DiaStar, as the first scratch-resistant watch on the market, its technical innovation attracted a lot of attention. As a Swiss designer I'm always interested in innovation, which makes it possible to move forward in the history of design.

**Q: Let us know some of your favourite products you have designed before – key projects of your work:**

A: With regard to technical innovation, the Segesta chair for Alias (2002) is a good example, because we used Hirek®, a new type of plastic. For Essence (2001), the drinking glass series for Iittala, it was necessary to invent a new quality of glass in order to implement the characteristic shape. From a formal point of view, the Solitaire design for Offecet (2000) and Take a Line for a Walk for Moroso (2003) are essential, and the Spheres project for BMW (2015), and Haussicht for Baufritz (2016), have enormous personal significance for me. But it was always the people I met that gave my projects meaning, more than the products themselves.

**Q: Did you have any personal connection to Rado before this project?**

A: My interest in a joint project was sparked by discussion of the DiaStar. My study of design history meant that I was familiar with the watch, and I own a DiaStar from the 1960s. I would very much like to wear a Manhattan and I also find the Planning interesting, which brings us back to my passion for hunting and collecting.

**Q: What was your inspiration / idea for the design of the DiaStar Original 60-Year Anniversary Edition?**

A: In my work as a designer I'm always trying to combine tradition and innovation with joy and energy, and the anniversary edition is no exception. In essence, the point was to take the features of the original DiaStar and give them a contemporary form. So there's been a minor geometric adaptation of the case to make it look more elegant and lighter. The faceted cut of the watch glass was reinterpreted in a hexagonal form meant to highlight the 60th anniversary. The hands and date display were designed to look as modern and abstract as possible. With every product I try to add value, which lies in the everyday usefulness of the design. For the DiaStar that means you have to be able to wear it on different occasions, so it comes with two alternative straps and in a leather case that can be used as protection while travelling.

**Q: How long did it take to develop the design of the DiaStar Original 60-Year Anniversary Edition?**

A: When I suggested to Rado that we give the anniversary edition a radically modern design, I grasped the opportunity and worked up the new case inside of two weeks. This trust and the exceptionally constructive collaboration with the project manager and engineers made it possible to "revolutionise" the watch – the word is perfectly accurate – in under a year. It also helped, of course, that I am so passionate about watches. It took only one year to develop this watch, but I've been engaging with watches for the last forty years.

**Q: What were the challenges compared to other products you have designed before?**

A: Architecture is a matter of centimeters, industrial design deals in millimeters, and watch design takes every mu ( $\mu$ ) – every micron – into account. First you have to be able to see that clearly, but we were quick to adapt our approach to this scale.

**Q: What is your design philosophy and how did you express it in the DiaStar Original 60-Year Anniversary Edition?**

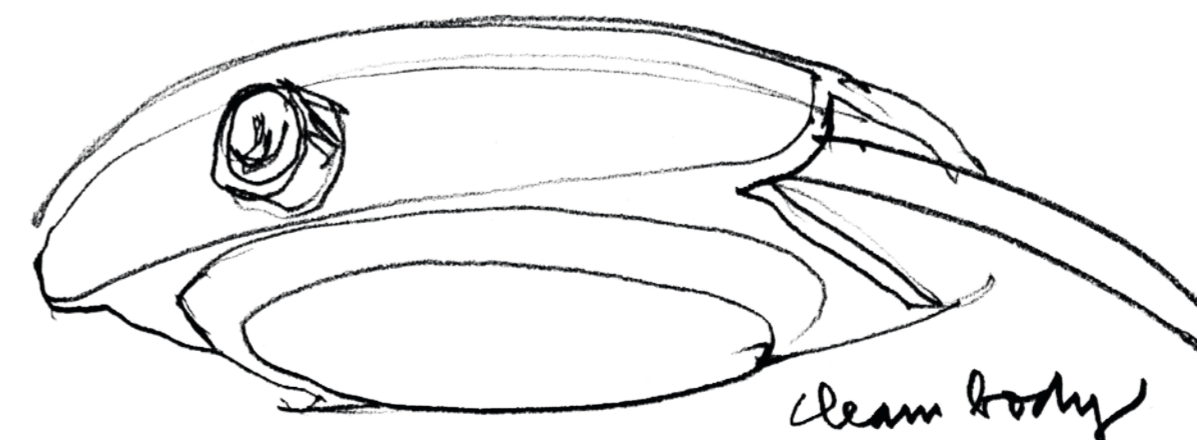
A: In two words: precision & poetry. There is precision in the automatic movement, in the material, in the workmanship and geometry, and the poetry lies in the fascinating, ineffable matter of time.

**Q: What do you expect from the design collaboration with Rado?**

A: I am thankful that as a designer I was able to make my dream to create a watch come true, and I hope that with my version of the DiaStar Original I can spark, in people who wear it, a little something – a mu ( $\mu$ ) – of what I felt when I turned 18. For me, this project is the beginning of a friendship, and I look forward to further collaboration with Rado.

**Q: What was it like working with Rado?**

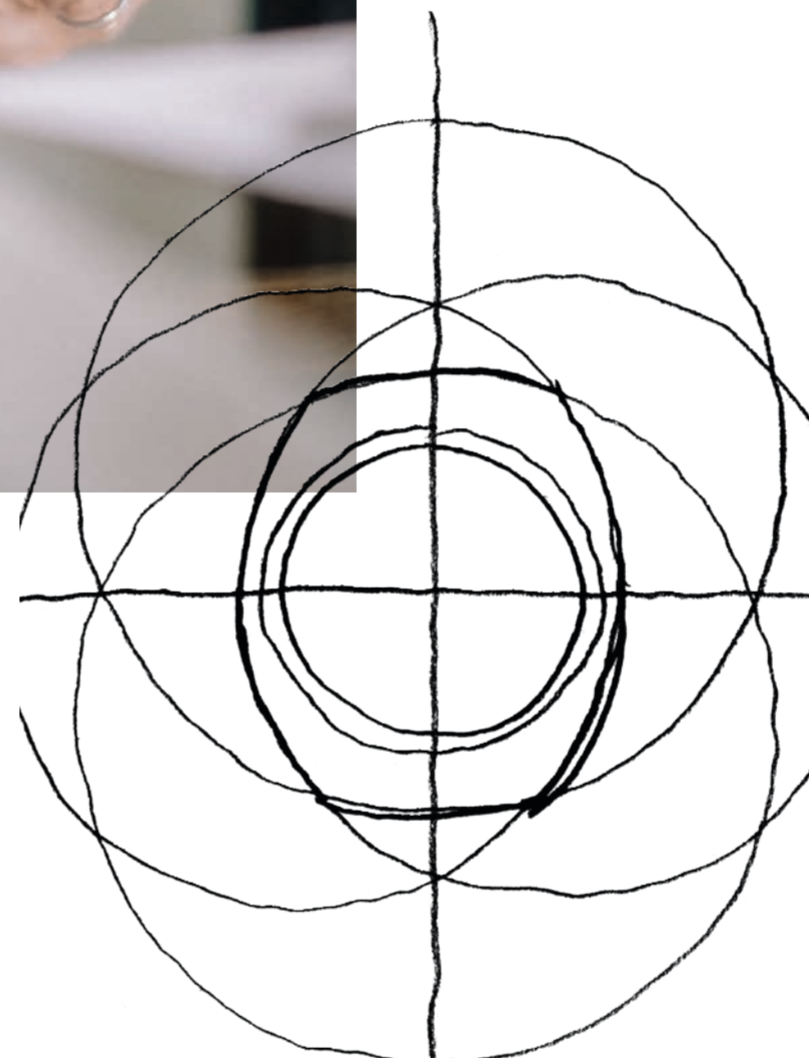
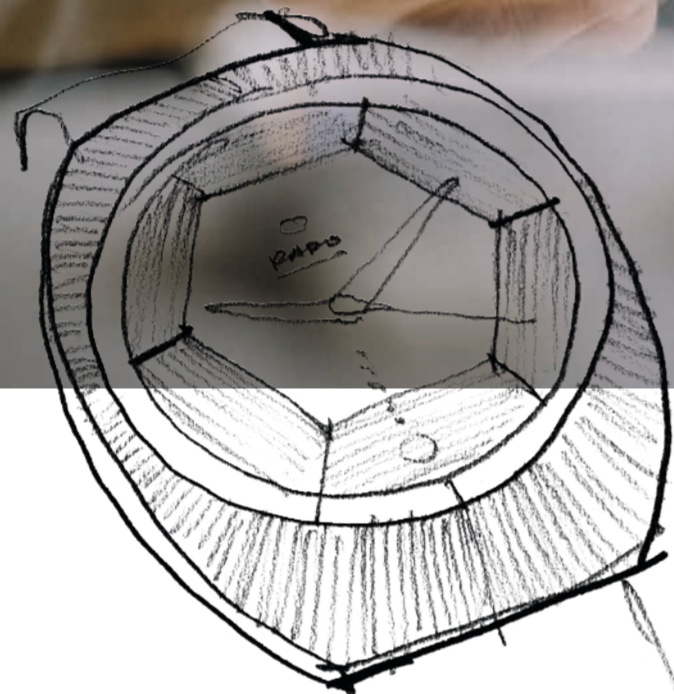
A: Right from the start the project was inspired by a constructive, open and honest way of working together, which mirrors precisely my own approach as a designer. We overcame all obstacles without apparent effort, but backstage there was a lot of hard work by everyone involved – as hard as the material itself, Ceramos™.



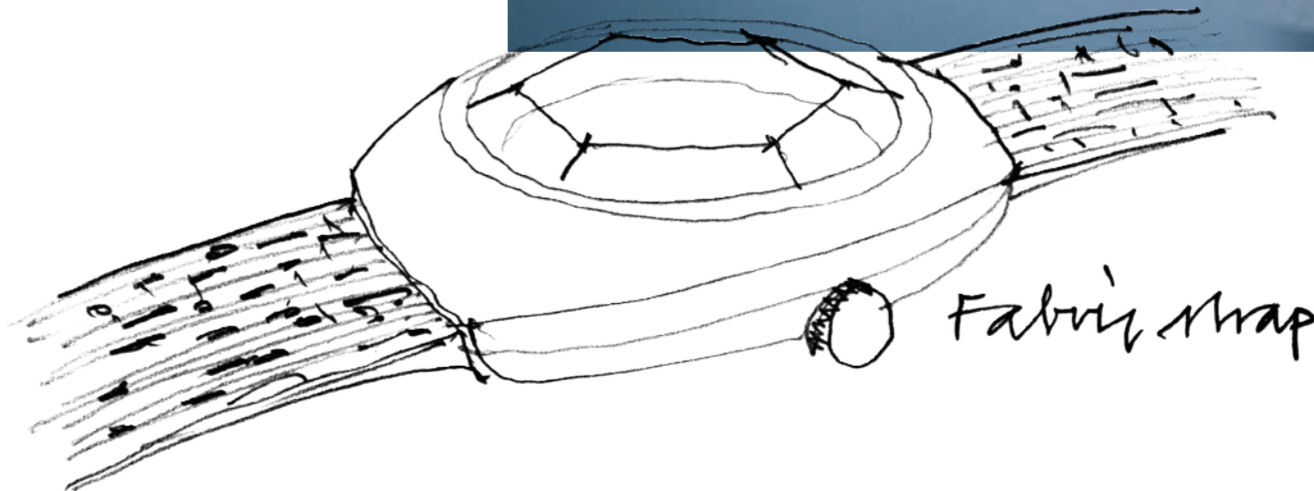
Video  
Alfredo Häberli  
Interview



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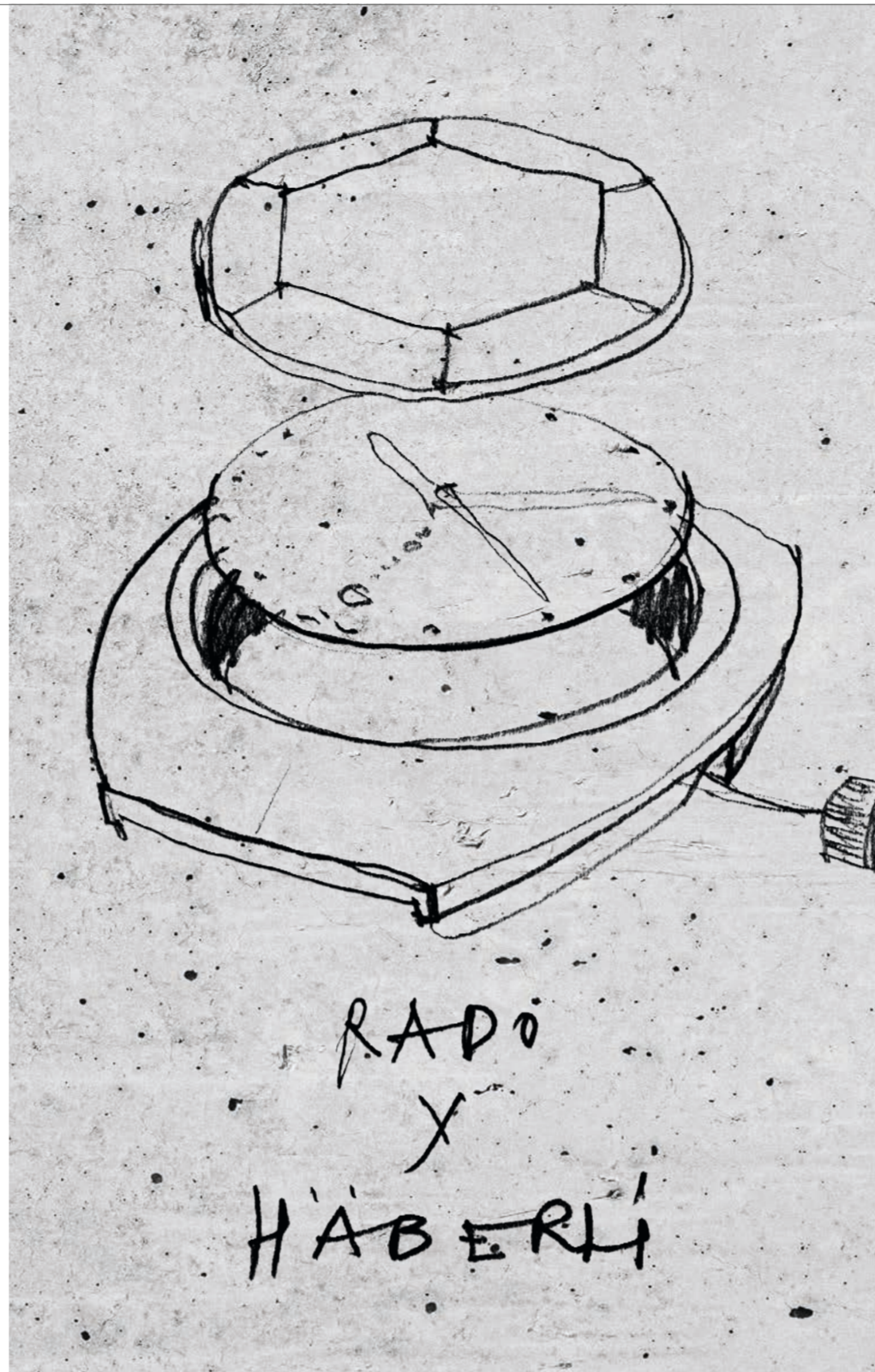
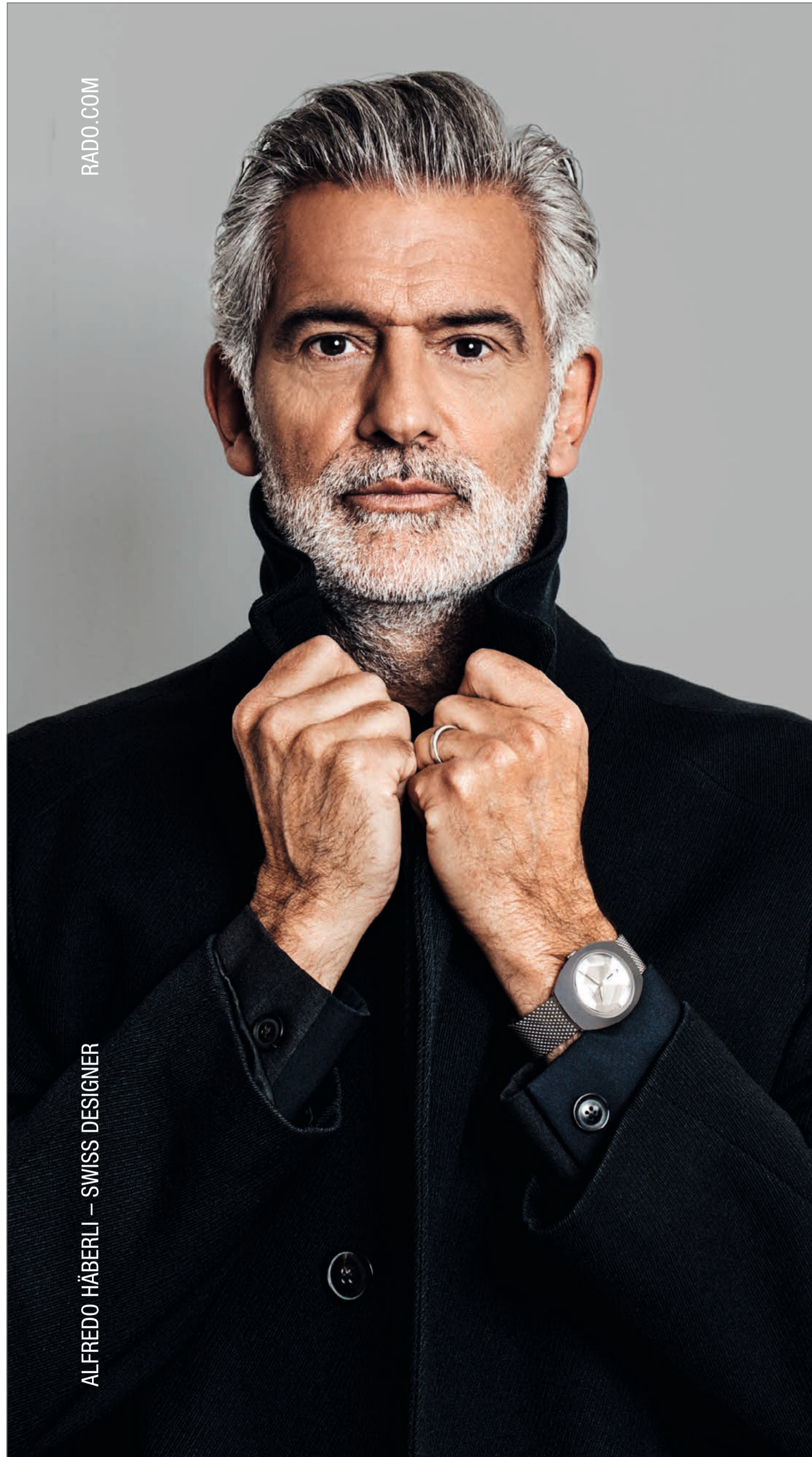


New  
geometry



Video  
Alfredo Häberli  
Master of my own material





# RADO

SWITZERLAND

MASTER OF MATERIALS



*Feel it!*

DIASTAR ORIGINAL 60-YEAR ANNIVERSARY EDITION  
DESIGN ALFREDO HÄBERLI

# DiaStar Original



Ref. R12160213



Ref. R12160103



Ref. R12160303

**“Every DiaStar Original stands for dependability, lasting beauty and endless wearing pleasure.”**

# Specifications

## Rado DiaStar Original

Ref. R12160213 / R12160103 / R12160303

**Movement** Rado calibre R764 (gold plated), automatic, 3 hands, day/date at 6 o'clock, 80-hour power reserve, antimagnetic Nivachron™ hairspring, exceeds standard test requirements from 3 to 5 positions for higher accuracy, day date background matching the colour of the dial with white printing

**Case** Polished Ceramos™ bezel  
Stainless steel middle part  
Stainless steel crown, with matt anchor symbol  
Parallel faceted sapphire crystal anti-reflective coating on inside face  
Stainless steel case back  
Water-resistant to 10 bar (100 m)

**Dial** Blue / dark grey / green brushed in two directions  
Silver coloured moving anchor symbol with red background  
White printed DiaStar, Rado and automatic logos

**Hands** Rhodium coloured with white Super-LumiNova®

**Bracelet** Polished/brushed H-link stainless steel, clasp with openers

**Dimensions** 38.0 x 45.0 x 12.1 (WxLxH in mm)



Rado calibre R764 (gold plated)





# Master of Materials – From clever alloys to artful ceramic

Rado has always strived to develop and include a wide range of materials in its watchmaking. Experimental alloys, smart metallurgical or mineral composites born in exciting, fiery places, have forever been a part of the brand's fundamental DNA. The first DiaStar 1, in 1962, brought together a case made of "Hardmetal" and a sapphire crystal watch glass for the first time in a single timepiece. The goal was, no less, to produce a watch whose beauty might last forever. That quest continues on today, with the same unrelenting pioneering spirit.

The introduction of a ceramic and metal-binder composite in the 1962 DiaStar 1 case started a new era of research in watchmaking materials. Rado engineers had come across a highly resistant material developed in the 1920s, mostly for tool manufacturing, and decided to try this so-called "Hardmetal" on a watch case. During production, unexpected technical constraints influenced the final shape of the timepiece and suddenly, a unique, totally recognizable watch came into being. Form and function were neatly reversed in the DiaStar, and it became an icon.

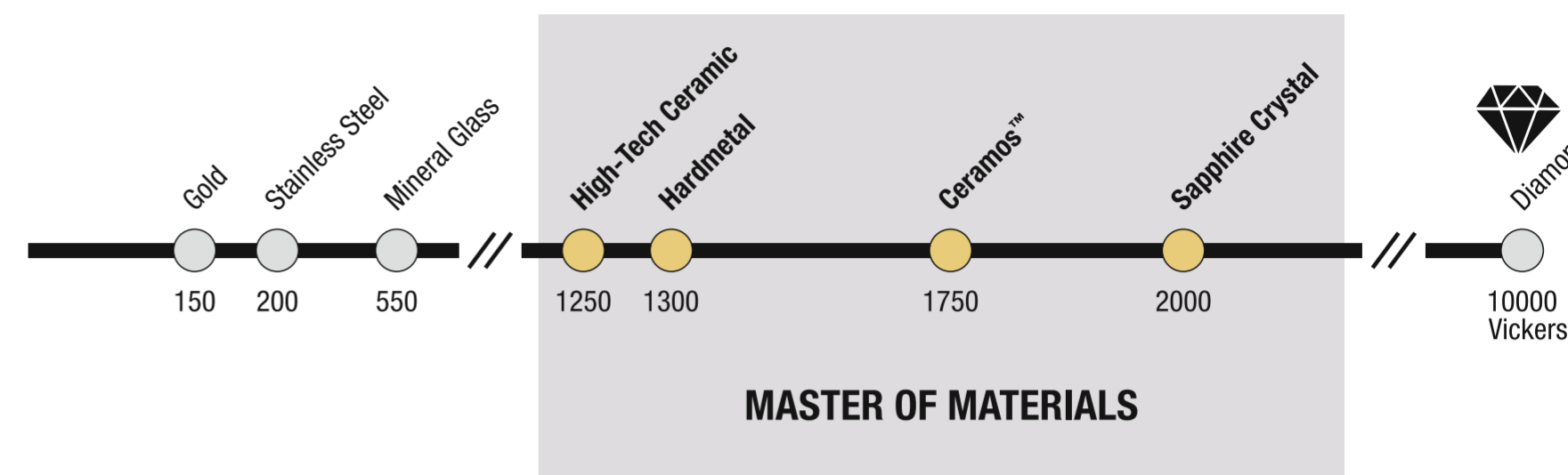
The various DiaStar models through the past sixty years have used this special "Hardmetal" alloy, a blend of tungsten-carbide ceramic with a metal binding agent that is injection moulded, sintered under vacuum and then mechanically finished using diamond tools. Other processes have come into play at different times, such as the DiaStar The Original's titanium-nitride CVD treatment, to give the model its distinct gold colour while retaining a tremendous surface hardness that soft and delicate gold could not have provided.

Faithfully at work in their creative and fiery universe, meanwhile, Rado engineers continued to spearhead their research, introducing new materials, such as high-tech ceramic, plasma high-tech ceramic and their very own Ceramos™ into specific product lines. The latter was chosen for the case of

the new 2022 DiaStar 60-Year Anniversary Edition. Lighter than the tungsten carbide-based "Hardmetal", Ceramos™ brings the new lightness of titanium carbide to the exceptional characteristics of high-tech ceramic, while also adding the possibility of creating colours with a metallic sheen, in shades of steel, rose gold or yellow gold. The high-tech substrate was therefore a perfect fit for the Anniversary Edition of the DiaStar, marking those exciting years of breathtaking innovation.

Rado's unwavering research and development in extraordinary elements and compounds, through the generations, has endowed the brand with the enviable and almost official label, "Master of Materials". Watch-lovers have witnessed the journey and quite naturally, now link clever materials, outstanding watchmaking and the brand name Rado, as one unbreakable thread.

Any description of Rado's emergence as the "Master of Materials" would not be complete without including the company's extensive work on sapphire crystal. Their groundbreaking research on the various aspects of production, milling and handling of this special substance has been ongoing for nearly a century. Its extraordinary brilliance and scratch resistance naturally make it a perfect match for Ceramos™.



## High-Tech Ceramic

Chronologically-speaking, high-tech ceramic was first introduced by Rado in 1986. Its sensuous feel, durability, scratch resistance and surprising light weight, quickly conquered the hearts of watch enthusiasts the world over. Though related in some respects to more common forms of ceramics we all know, high-tech ceramic is truly a product of advanced science. Under highly exacting conditions, extremely pure and finely calibrated powders of aluminium oxide, zirconium oxide and silicon nitride with perfectly uniform grain sizes, are shaped into a particular form then baked at high temperature to create an object or a watch case of the desired dimensions and properties. New methods developed by Rado involve the use of a plastic carrier medium mixed with the mineral powders, to allow injection into precision moulds at pressures around 1000 bar. Once cooled, the pieces are removed from their parent mould and the carrier agent dissolved in a standard chemical solvent process, prior to a final sintering phase at 1,450°C. The procedure is true rocket-science territory, as the dimensions of the first moulded elements shrink during sintering; the particles tighten up as porosity disappears and precise calculations must take into account this important change of around 23% in the dimensions. The reward is a case that now stands at 1,250 on the Vickers scale and is ready for final diamond-tool machining and finishing, into an impressive Rado timepiece.



High-tech ceramic

## Ceramos™

The never-ending quest for ideal watchmaking materials is part of the Rado DNA. It was just a matter of time, once high-tech ceramic had joined the standard "Master of Materials" line-up that the company would introduce a new substance. Focused on bringing new finishes and shades to their existing high-tech ceramic, as well as fine-tuning the qualities of their signature "hardmetal" material used in the 1962 DiaStar 1, Rado engineers created Ceramos™, an innovative composite material with the hardness properties of ceramics and the lustre and resistance of a metal alloy. The early version was shaped using a press-moulding process, as used in the Sintra product line in 1993, but in 2011, Rado research successfully introduced an injection-moulding method for this alloy, under the new name Ceramos™. With approximately 90% titanium carbide content, the material is quite a bit lighter than its "hardmetal" predecessor but it carries the same scratch-resistant qualities, while its unusual tone and particular lustre make it absolutely unique.



Ceramos™

Continuous improvements in the injection process and technics have made possible a near-perfect moulding result that requires a strict minimum of machining after production. The new technics include the possibility of creating a beautiful range of additional metallic colours and shades, by adjusting the composition and proportions of the ceramic and metal components. The golden, warm tone of titanium nitride, for instance, generates gold-coloured Ceramos™ while other metallic compounds can be used to produce rose gold or other shades.

**“Rado: Inventor of the scratch-proof watch.”**

### Hardmetal

This versatile material, with a name taken from the typically-precise, technical German term “Hartmetall”, was Rado’s first foray into the creative alternate use of an already existing substance. Hardmetal had been developed in the early part of the 20th century by the machine industry for tool production. Throughout history, humans have created progressively more resistant materials to allow the shaping, cutting or manufacturing of other materials of a lesser hardness. Rado had the pioneering idea of using this material in the manufacturing of watch components, to create a timepiece of unparalleled resistance. The 1962 Rado DiaStar (The Original) – an icon for the brand through subsequent decades, was the first timepiece to use a hardmetal case.

Creating an object out of hardmetal involves a process similar to the one used for high-tech ceramic. Ultra-fine tungsten carbide powder is mixed with a metal binder and a plastic carrier agent, granulated and given the desired shape through injection moulding. The parts produced are then sintered under vacuum at a temperature above the melting point of the binding agent, which allows the elements to reach their final density and hardness. Because of the gradual tightening of the molecular structure that occurs during sintering, the parts will shrink and emerge from the process somewhat smaller, a change which can be reliably forecast and calculated at the engineering stage. After sintering, the surfaces and final structures are mechanically machined and polished using diamond tools and wheels, to give the parts their characteristic high-gloss, scratch-resistant surface.

### Sapphire crystal

Created through a dramatic industrial method called the “Verneuil Process”, sapphire crystal is a man-made substance at the high end of the Vickers scale and therefore, one of the world’s hardest materials. Produced through the precise mixing of ultra-fine aluminium oxide powder, oxygen and hydrogen in a controlled flame at 2,000°C, it first emerges as a vertical monocrystalline stack called a “boule” which forms in that environment at a rate of roughly 20 cm every 8 hours. The sapphire boules are then annealed at very high temperatures for several days, to release leftover tensions in the crystal structure. The structure of the sapphire produced is identical to naturally-occurring sapphire, in every way. Its appeal is twofold, for in addition to its exceptional hardness, it is characterised by a very high degree of transparency. Rado was the first manufacturer to use sapphire crystal on a large scale for a watch glass, notably in its original DiaStar 1 model in 1962. In more recent years, their watch designers have pushed the creative envelope yet further, adding custom faceting, texture, tinting, smoke shading and anti-reflective treatments to this complex yet highly attractive, versatile material.



Hardmetal



Sapphire crystal with anti-reflective coating



Sapphire crystal



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**“Time can be seen  
with different eyes.”**

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MASTER OF MATERIALS

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