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VERY **NICE** WATCH

ITALIAN DESIGN SINCE 1991



CORK SUMMARY

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THE DESIGNER

ANDREA PALAMA

BORN IN CROTONE IN SOUTHERN ITALY IN 1963, HE SPENT MOST OF HIS YOUTH IN ROME, WHERE HE STUDIED DESIGN AT THE ACADEMY.

AFTER WORKING AS AN ASSISTANT IN NUMEROUS DESIGN STUDIOS, HE BEGAN HIS OWN CAREER AS A FREELANCE DESIGNER IN 1991.

IT WAS IN THIS YEAR THAT HE CAME UP WITH FIRST BRILLIANT CREATION FOR THE WATCHMAKING SECTOR: A WATCH WITH CASE AND STRAP OF HIGH-QUALITY SARDINIAN NATURAL CORK.

AFTER SPENDING MORE THAN A YEAR DESIGNING AND PRODUCING THIS MODEL, HE DECIDED TO SET UP HIS OWN DISTRIBUTION COMPANY FOR THIS SPECIAL WATCH. AND SO HE INVENTED THE NICE BRAND.

THANKS TO THE PRODUCT'S ORIGINALITY IN A MARKET CROWDED WITH MORE OR LESS FAMOUS BRANDS OF ALL KINDS, HIS COMPANY VERY SOON ESTABLISHED ITSELF WITH THOUSANDS OF POINTS-OF-SALE.

IN 1996, HE WAS AWARDED THE BEST AWARD DESIGN AT THE GALLERY OF DESIGN AND INNOVATION IN NEW YORK. HIS WORK WITH COMPUTERISED GRAPHICS LED TO AN INTERNATIONAL PRIZE, THE BEST COMBINATION SITE, AN AWARD GIVEN BY MEDIA MAGAZINE AND APPLE INC. FOR THE CREATION OF AN ORIGINAL WEBSITE.

IN 1998, HE PRESENTED AN INNOVATIVE COLLECTION OF WATCHES WITH ESSENTIAL LINES AND FEATURING ONLY THE BASIC COLOURS BLACK AND WHITE. THE COLLECTION PROVED TO BE TOO MINIMALIST FOR CONSUMER TASTES AT THE TIME AND DID NOT MEET WITH THE EXPECTED SUCCESS.

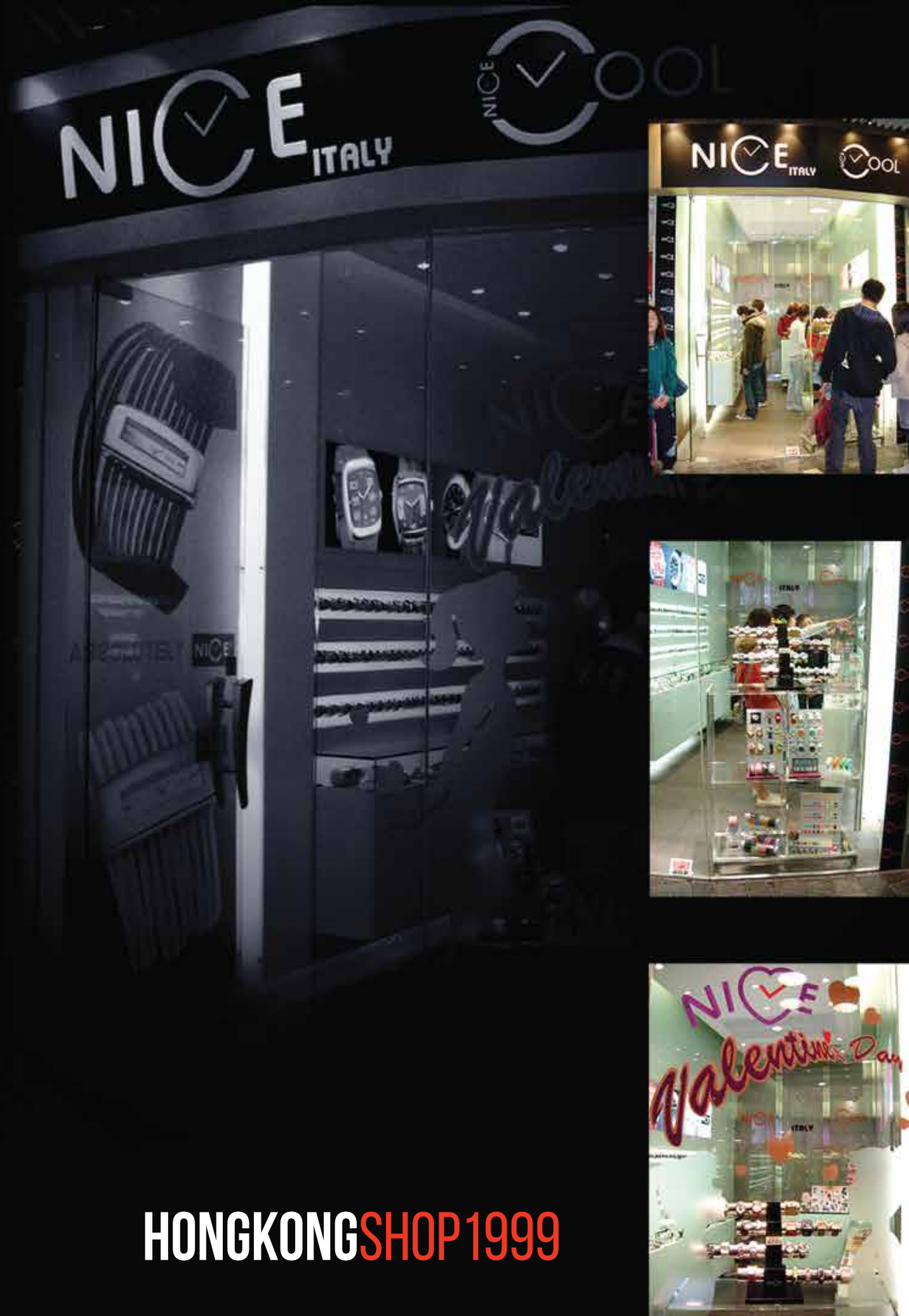
THE TREND WAS, HOWEVER, LAUNCHED THE FOLLOWING YEAR, WHEN DESIGNER CALVIN KLEIN CAME OUT WITH HIS FIRST WATCH COLLECTION, WHICH HAD ESSENTIAL LINES AND USED ONLY BLACK AND WHITE. IT WAS A WORLDWIDE SUCCESS AND THE TREND TOOK HOLD IN THE SECTOR.

IN 2000, ANDY PALAMÀ DECIDED TO DESIGN A COLLECTION WITH VERY ORIGINAL SHAPES AND, THIS TIME, IN AN EXPLOSION OF COLOURS AND NEW MATERIALS. WITH A NEW INDUSTRIAL PARTNER THAT ENABLED PALAMÀ'S COMPANY TO EXPAND ITS HORIZONS TO THE WORLD MARKET, PRODUCTION WAS TRANSFERRED FROM SWITZERLAND TO ASIA.

HIS NEW COLLECTIONS MET WITH GREAT SUCCESS AT INTERNATIONAL TRADE FAIRS AND GAVE ANDY PALAMÀ THE OPPORTUNITY TO DESIGN WATCHES FOR VARIOUS LEADING BRANDS, SUCH AS PUMA, ANNE KLEIN NEW YORK, JENNIFER LOPEZ, NAJ OLEARI AND SPEEDO AND TO EXPRESS HIS CREATIVITY BEYOND THE SPHERE OF NICE.

FINALLY, WITH THE CREATION OF A SECOND BRAND, COOL, HE BEGAN A UNIQUE APPLICATION OF COLOUR AND PLASTIC MATERIALS TO THE DESIGN OF WATCHES AND SMALL JEWELLERY.

TODAY, ANDY PALAMÀ IS RESPONSIBLE FOR THE PALAMA BRAND AND CONTINUES HIS OWN CREATIVE WORK FOR OTHER INTERNATIONAL BRANDS.



HONGKONG SHOP 1999

THE CORK TREE

HISTORY

CORK IS A NATURAL MATERIAL USED BY HUMANITY FOR OVER 5000 YEARS. IT IS A MATERIAL WHOSE APPLICATIONS HAVE BEEN KNOWN SINCE ANTIQUITY, ESPECIALLY IN FLOATING DEVICES AND AS STOPPER FOR BEVERAGES. MAINLY WINE, WHOSE MARKET, FROM THE EARLY TWENTIETH CENTURY, HAD A MASSIVE EXPANSION, PARTICULARLY DUE TO THE DEVELOPMENT OF SEVERAL CORK BASED AGGLOMERATES.^[4] IN CHINA, EGYPT, BABYLON, AND PERSIA FOR ABOUT 3000 B.C., CORK WAS ALREADY USED FOR SEALING CONTAINERS, FISHING EQUIPMENT, AND DOMESTIC APPLICATIONS. IN ANCIENT GREECE (1600-1100 YEARS B.C.)

CORK WAS USED IN THE FOOTWEAR, TO MANUFACTURE A TYPE OF SANDALS ATTACHED TO THE FOOT BY STRAPS, GENERALLY LEATHER AND WITH A SOLE IN CORK OR LEATHER.^[5] IN THE SECOND CENTURY A.C., A GREEK PHYSICIAN, DIOSCORIDES, NOTED SEVERAL MEDICAL APPLICATIONS OF CORK, MAINLY FOR HAIR LOSS TREATMENT.^[6] NOWADAYS, THE MAJORITY OF PEOPLE KNOW CORK FOR ITS USE AS STOPPERS IN WINE BOTTLES. CORK STOPPERS WERE INTRODUCED AT THE BEGINNING OF THE SEVENTEENTH CENTURY BY THE BENEDICTINE MONK DOM PERIGNON, WHO USED THEM TO SEAL THE BOTTLES OF HIS FAMOUS CHAMPAGNE. CORK STOPPERS WERE ADOPTED IN 1729 BY RUINART

SOURCES

THERE ARE ABOUT 2.200.000 HECTARES OF CORK FOREST WORLDWIDE: 34% IN PORTUGAL AND 27% IN SPAIN. ANNUAL PRODUCTION IS ABOUT 300.000 TONS: 49.8% FROM PORTUGAL, 30.5% FROM SPAIN, 5.8% FROM MOROCCO, 4.9% FROM ALGERIA, 3.5% FROM TUNISIA, 3.1% FROM ITALY, AND 2.6% FROM FRANCE.^[8] ONCE THE TREES ARE ABOUT 25 YEARS OLD THE CORK IS TRADITIONALLY STRIPPED FROM THE TRUNKS EVERY NINE YEARS, WITH THE FIRST TWO HARVESTS GENERALLY PRODUCING LOWER QUALITY CORK. THE TREES LIVE FOR ABOUT 300 YEARS.

THE CORK INDUSTRY IS GENERALLY REGARDED AS ENVIRONMENTALLY FRIENDLY.^[7] CORK PRODUCTION IS GENERALLY CONSIDERED SUSTAINABLE BECAUSE THE CORK TREE IS NOT CUT DOWN TO OBTAIN CORK; ONLY THE BARK IS STRIPPED TO HARVEST THE CORK.^[8] THE TREE CONTINUES TO LIVE AND GROW. THE SUSTAINABILITY OF PRODUCTION AND THE EASY RECYCLING OF CORK PRODUCTS AND BY-PRODUCTS ARE TWO OF ITS MOST DISTINCTIVE ASPECTS. CORK OAK FORESTS ALSO PREVENT DESERTIFICATION AND ARE A PARTICULAR HABITAT IN THE IBERIAN PENINSULA AND THE REFUGE OF VARIOUS ENDANGERED SPECIES.^[9]

CARBON FOOTPRINT STUDIES CONDUCTED BY CORTICEIRA AMORIM, OENEO BOUCHAGE OF FRANCE AND THE CORK SUPPLY GROUP OF PORTUGAL CONCLUDED THAT CORK IS THE MOST ENVIRONMENTALLY FRIENDLY WINE STOPPER IN COMPARISON TO OTHER ALTERNATIVES. THE CORTICEIRA AMORIM'S STUDY, IN PARTICULAR ("ANALYSIS OF THE LIFE CYCLE OF CORK, ALUMINIUM AND PLASTIC WINE CLOSURES"), WAS DEVELOPED BY PRICEWATERHOUSECOOPERS. ACCORDING TO ISO 14040,1101 RESULTS CONCLUDED THAT, CONCERNING THE EMISSION OF GREENHOUSE GASES, EACH PLASTIC STOPPER RELEASED 10 TIMES MORE CO₂, WHILST AN ALUMINIUM SCREW CAP RELEASES 26 TIMES MORE CO₂ THAN DOES A CORK STOPPER.



CORK CLASSIC

FEATURES

- 42MM DIAMETER HIGH IMPACT, HIGH DENSITY
- POLYCARBONATE CASE
- TOP RING NATURAL CORK
- SOLID STAINLESS STEEL CASEBACK WITH 4SCREW
- CASE THICKNESS ONLY 8.5 MM SUPER SLIM
- PRECISION JAPANESE Y121E SLIM QUARTZ MOVEMENT
- MINERAL GLASS
- DIAL WITH APPLIQUE INDEX
- SOFT MATCHING AND INTEGRATE CORK STRAP
- 3ATM WATER RESISTANT 30 METERS, 100 FEET



CORK CLASSIC



001
BLACK



002
WHITE



016
LILAC



011
ORANGE



003
BLUE



014
GREEN

POLYCARBONATE CASE WITH 4 SCREWS BACK TOP RING AND STRAP REAL NATURAL CORK 3 ATM

CORK GOLD & SILVER

FEATURES

- 42MM DIAMETER HIGH IMPACT, HIGH DENSITY
- POLYCARBONATE CASE
- TOP RING NATURAL CORK
- SOLID STAINLESS STEEL CASEBACK WITH 4SCREW
- CASE THICKNESS ONLY 8.5 MM SUPER SLIM
- PRECISION JAPANESE Y121E SLIM QUARTZ MOVEMENT
- MINERAL GLASS
- DIAL WITH APPLIQUE INDEX
- SOFT MATCHING AND INTEGRATE CORK STRAP WHIT INSERT GLITTER
- 3ATM WATER RESISTANT 30 METERS, 100 FEET



CORK GOLD & SILVER



017
GOLD



019
SILVER

POLYCARBONATE CASE WITH 4 SCREWS BACK TOP RING AND STRAP REAL NATURAL CORK 3 ATM

CORK **REVIVAL**

FROM 1991

FEATURES

- 42MM DIAMETER HIGH IMPACT, HIGH DENSITY
- POLYCARBONATE CASE
- TOP RING NATURAL CORK
- SOLID STAINLESS STEEL CASEBACK WITH 4SCREW
- CASE THICKNESS ONLY 8.5 MM SUPER SLIM
- PRECISION JAPANESE Y121E SLIM QUARTZ MOVEMENT
- MINERAL GLASS
- DIAL WITH GRAPHICS
- SOFT MATCHING AND INTEGRATE CORK STRAP WHIT PRINT
- 3ATM WATER RESISTANT 30 METERS, 100 FEET



CORK REVIVAL



001
DOLPHINS



002
EGYPTIANS



003
LADYBUG



004
CAT



005
LEONARDO



006
SPOTS

CORK TOP

FEATURES

- 42MM DIAMETER HIGH IMPACT, HIGH DENSITY
- POLYCARBONATE CASE
- TOP RING NATURAL CORK
- SOLID STAINLESS STEEL CASEBACK WITH 4SCREW
- CASE THICKNESS ONLY 8.5 MM SUPER SLIM
- PRECISION JAPANESE Y121E SLIM QUARTZ MOVEMENT
- MINERAL GLASS
- DIAL WITH APPLIQUE INDEX
- SOFT MATCHING AND INTEGRATE CORK STRAP WHIT PRINT
- 3ATM WATER RESISTANT 30 METERS, 100 FEET





001
BUTTERFLIES



002
ROSE



003
TIGER



004
FLAMINGO



005
CAT



006
TRIBAL

CORK ALLUM

FEATURES

- 42MM DIAMETER HIGH IMPACT, HIGH DENSITY
- ALUMINUM CASE
- TOP RING NATURAL CORK
- SOLID STAINLESS STEEL CASEBACK WITH 4SCREW
- CASE THICKNESS ONLY 8.5 MM SUPER SLIM
- PRECISION JAPANESE Y121E SLIM QUARTZ MOVEMENT
- MINERAL GLASS
- DIAL WITH APPLIQUE INDEX
- SOFT MATCHING AND INTEGRATE CORK STRAP WHIT PRINT
- 3ATM WATER RESISTANT 30 METERS



CORK ALLUM



019
SILVER



017
GOLD



018
ROSE GOLD

ALLUMINIUM CASE WITH 4 SCREWS BACK TOP RING AND STRAP REAL NATURAL CORK 3 ATM

CORK BRACELET

COLLECTION CLASSIC



001
BR-CLASSIC

COLLECTION GOLD&SILVER



001
BR-G&S-GOLD

002
BR-G&S-SILVER

COLLECTION ALLUM



001
BR-ALLUM

COLLECTION REVIVAL



001
BR-REV-DOLPHINS

002
BR-REV-EGYPTIANS

003
BR-REV-LADYBUG

004
BR-REV-CUT

005
BR-REV-VETRUVIAN

006
BR-REV-SPOTS

COLLECTION TOP



001
BR-TOP-BUTTERFLIES

002
BR-TOP-ROSE

003
BR-CLASSIC

004
BR-TOP-FLAMINGO

005
BR-TOP-DALMATIAN

006
BR-TOP-TRIBAL



EVERY WATCHES INCLUDED A **FREE BRACELET**

FEATURES

BUCKLE ALLUMINUM PLATED GOLD
SOFT MATCHING CORK BRACELET
SIZE LENGTHY 110CM WIDTH 7MM



CORK PACKAGING



UNITED **OR** SEPARATED



CORK **DISPLAY**



