

# PORSCHE DESIGN

## PRESS RELEASE

### Porsche Design Chronograph 1 – All Black Numbered Edition Wins German Design Award 2024

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December 2023

#### **An Icon of Time – Both Then and Now**

**Stuttgart, Germany.** The Chronograph 1 – All Black Numbered Edition from Porsche Design has received the German Design Award in the “Luxury Goods” category. The “German Design Council”, an independent international jury of experts, honored the timeless design and purist design language of the chronograph in the “Excellent Product Design” discipline. The award-winning timepiece is a reminiscence of the Chronograph I, the world's first all-black wristwatch. Following his vision, Professor Ferdinand Alexander Porsche derived the design principles from the cockpit of the Porsche 911 in 1972 and transferred them consistently to a watch. The result was not only a revolutionary chronograph that guaranteed easy readability thanks to an antireflective black dial, but also the first “sports car for the wrist.” “We are very proud to have received one of the most prestigious international design awards for the Chronograph 1 – All Black Numbered Edition. The award is a great recognition, not only of F. A. Porsche's innovative design, but also of our ability to carry this distinctive heritage into the future,” says Carsten Monnerjan, Head of Design at the Porsche Lifestyle Group.

#### **International Standards for Pioneering Design Developments**

Every year since 2012, the German Design Award has set international standards for innovative design developments and competitiveness on the global market. Only projects that are pioneering in the German and international design landscape are honored.

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“The Chronograph 1 - All Black Numbered Edition refers to the legendary black watch classic from Porsche Design with characteristic features and translates them into a formal and technically contemporary design that also makes this elegant, sporty chronograph unmistakable,” the jury explained. The award is divided into three disciplines: “Excellent Architecture,” “Excellent Communication Design,” and “Excellent Product Design.” The German Design Award will be presented in Frankfurt am Main in January 2024. All award winners will be presented as part of an exclusive exhibition.

#### **Exclusive Small Series, Handcrafted and Highly Precise**

The Chronograph 1 – All Black Numbered Edition is produced in an exclusive small series of a maximum of 1,000 pieces per year in Porsche’s own watchmaking manufactory in Solothurn, Switzerland. Consecutive numbering adorns the back of the case, making each piece unique. “We asked ourselves how F. A. Porsche would design ‘his’ chronograph with the means available today. Since the chronograph’s function as a timekeeping instrument was more important for him than its decorative character, the design of the new edition is based directly on the historical model, but is technically completely up to date,” explains Rolf Bergmann, CEO Porsche Design Timepieces AG. The black-coated case and the bracelet featuring a quick-change mechanism are made of ultralight, resistant, and hypoallergenic titanium. The crown and chronograph push buttons are dynamically waterproof. The sapphire-crystal glass is antireflective and is enhanced with an additional hardened coating. Dial, crown, clasp, and case back bear the current Porsche Design logo. The tachymeter and the day/date display use the current Porsche font. The handcrafted mechanical Porsche Design WERK 01.140 chronograph caliber, with COSC certification, ensures maximum precision. All information on the

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Chronograph 1 – All Black Numbered Edition is available online at [porsche-design.com](https://porsche-design.com) and at Porsche Design Stores, Porsche Centers, and selected watch retailers.

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#### **About Porsche Design:**

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

#### **For regular updates on Porsche Lifestyle, please follow:**

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LinkedIn: [www.linkedin.com/company/porschelifestylegroup](https://www.linkedin.com/company/porschelifestylegroup)

YouTube: [www.youtube.com/@porschedesign](https://www.youtube.com/@porschedesign)

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