

TABLE OF CONTENTS

TABLE OF CONTENTS	ii
The World of Square Watches	5
About the Author	6
Chapter One: The Origins of Timekeeping	8
Chapter Two: The Origins of the Wristwatch	13
Chapter Three: Why you Should Own a Square Watch.....	19
Stands Out.....	20
Pushing Boundaries	20
Symbol of Versatility.....	20
Creativity Unleashed	21
Aesthetic Appeal.....	21
Ergonomics and Comfort.....	22
Efficient Utilization of Dial Space	22
Historical Resonance and Prestige.....	23
Chapter Four: The Geometric Realm of Squares and Rectangles	24
Chapter Five: Square Aesthetics through Time.....	25
Ancient Egypt.....	26
Ancient Greece	26
Medieval Mastery	26
Renaissance Revival	27
Bauhaus Movement	27
Art Deco Era.....	28
Chapter Six: Square Shapes in Nature and Science	29
Square Shapes in Structural Engineering	29
Precision Engineering and Machining.....	29
Scientific Instruments and Equipment.....	30
Industrial Applications and Machinery	30

Modern Technologies and Innovations	30
Crystals and Minerals	30
Biological Structures and Patterns.....	31
Ecological Implications	31
Evolutionary Significance	31
Nature and Exploration.....	32
Chapter Seven: Challenges with the Square Watch Design.....	32
Movement Configuration.....	33
Case Construction.....	33
Water Resistance	34
Dial and Hands Alignment	35
Lug Design.....	36
Material Selection and Durability.....	36
Chapter Eight: The First Square watch	37
The need for something different	38
Made to be used	39
The influencer strategy	40
Chapter Nine: Pioneers in Square Watchmaking	41
Cartier: Revolutionizing Elegance.....	42
Vacheron Constantin: A Legacy of Excellence.....	43
Jaeger-LeCoultre: Engineering Excellence	45
Patek Philippe	47
Audemars Piguet.....	49
Rolex.....	51
Chapter Ten: Square Watches Today	54
Cartier Santos “2.0”	54
Tag Heuer Monaco	55
Bell & Ross BR01	57
Hermès Heure H	58

The Jaeger-LeCoultre Reverso	60
Chapter Eleven: The Future of Square Watchmaking.....	61
Closing Words	67

The World of Square Watches

Congratulations on embarking on this horological journey! By picking up this book, you've taken the first step into the fascinating realm of square and rectangular wristwatches—a world where innovation meets elegance, and tradition intertwines with modernity.

In the pages that follow, we will delve deep into the history, significance, and enduring allure of these distinctive timepieces. From their humble origins to their status as coveted fashion statements, square and rectangular wristwatches have captured the imagination of enthusiasts and collectors alike.

As you turn the pages, you may find yourself wondering why most watches look the same. This book seeks to unravel that mystery and offer a fresh perspective on timekeeping aesthetics. Through meticulous research and insightful analysis, we aim to clarify the problem of monotony in watch design and present an alternative vision—one that celebrates individuality and breaks free from the constraints of convention.

Here, you will find snippets of intriguing anecdotes and lesser-known facts about square and rectangular wristwatches. Discover how these timepieces have shaped history, adorned the wrists of famous figures, and even inspired entire movements in fashion and design.

As your guide on this journey, I bring with me a wealth of experience and expertise in the world of horology. My passion for watches was ignited by a personal quest for a timepiece that defied the norm—a journey that led me to explore the intricacies of watchmaking and the nuances of design. Through years of study and immersion in the industry, I've honed my understanding of what makes square and rectangular wristwatches truly exceptional.

Beyond mere knowledge, this book offers tangible benefits to you, the reader. By delving into the rich tapestry of square and rectangular wristwatches, you will gain a deeper appreciation for their significance and craftsmanship. Whether you're a seasoned collector or a novice enthusiast, this information will broaden your horizons and enhance your understanding of these timeless artifacts.

Don't just take my word for it—listen to the testimonials of those who have benefited from this exploration into the world of square and rectangular wristwatches. Hear how this knowledge has expanded their perspectives and enriched their lives, opening doors to new realms of appreciation and enjoyment.

So, without further ado, let us embark on this exhilarating journey together—a journey into the extraordinary world of square and rectangular wristwatches.

About the Author



In the vast landscape of horology, where tradition often reigns supreme, there exists a beacon of innovation—a testament to the bold and the daring. It all began with a simple yet profound question: *Why do most watches look the same?* This inquiry ignited a spark within me—a fervent desire to challenge conventions and embrace the extraordinary.

In a world where round watches dominate, I try to stand as an advocate for the seekers of uniqueness and individuality. My journey is one of defiance, a rebellion against the constraints of conformity that have long dictated the aesthetics of timekeeping. For me, the passion lies in crafting timepieces that transcend the mundane, offering a new paradigm in design and expression.

A decade ago, I embarked on a quest to find a timepiece that encapsulated a lifetime achievement—a symbol of distinction and quality. I soon discovered that the watch industry was trapped in conformity and dominated by round-faced watches. Undeterred by this realization, I saw an opportunity for revolution. My vision was clear: *To shake up the watch industry by exclusively offering square analog watches together with unprecedented customer care. My goal was to become the number ONE square watch alternative in the world.*

Angles of Elegance

Thus, in 2017, Söner Watches emerged onto the stage of horological innovation, unveiling our premier collection, the Legacy, which seamlessly blends history with bold experimentation. Behind every intricate detail lies a story of unwavering dedication, countless trials, and an unyielding commitment to *defying the norm*.

At the heart of our watchmaking philosophy lies the relentless drive to challenge conventions and redefine the norms of timekeeping. While the world settled for the comfort of round conformity, Söner Watches invites you to embark on a daring horological adventure—a tribute to the pursuit of the extraordinary. Join us as we journey through the annals of time, exploring the rich tapestry of square and rectangular wristwatches, where innovation knows no bounds and individuality reigns supreme.

“I will never design a round watch.”

Freddie Palmgren

Chapter One: The Origins of Timekeeping

Since the dawn of civilization, humanity has been captivated by the passage of time. From the rhythmic cycles of day and night to the changing seasons, our ancestors sought ways to measure and understand this mysterious force.

The earliest forms of timekeeping can be traced back thousands of years to ancient civilizations, such as the Sumerians, Egyptians, and Babylonians. These early societies relied on the simple methods of observing the movement of celestial bodies, like the sun, moon, and stars, to divide the day into smaller units.

One of the most significant developments in timekeeping came with the invention of the sundial, serving as one of the oldest methods of timekeeping known to humanity. Originating around 1500 BCE in ancient Egypt, these early timepieces consisted of a simple vertical rod, known as a gnomon, that cast a shadow onto a marked surface. By observing the position of the shadow, people could determine the time of day.

The use of sundials spread throughout ancient civilizations, including the Greeks and Romans, who further refined their design and application. Greek mathematicians and astronomers, such as Anaximander and Aristarchus, contributed to the development of more accurate sundials by studying the movement of the sun and its relation to the Earth's axis. Sundials became common fixtures in public squares, temples, and private residences throughout the Roman Empire, showcasing their importance in daily life.

During the Middle Ages in Europe, while mechanical clocks began to rise in popularity, sundials continued to be used, albeit less prominently. Nonetheless, they remained integral to various aspects of life, particularly in agricultural and religious contexts.

Sundials come in various shapes and forms, including horizontal, vertical, and equatorial designs, each optimized for different latitudes and purposes. They were crafted from a range of materials, from stone and metal to wood and even paper.