

BEYOND ROUND  
WATCHES

A CHRONICLE OF RECTANGULAR  
WATCHES

FREDDIE PALMGREN

*Explore the rich history and current trends of rectangular watches, featuring renowned brands, iconic models, and the modern landscape of this distinctive design.*

*In addition, this book provides an in-depth look into the fascinating origins of timekeeping and the development of the wristwatch, offering readers a comprehensive understanding of horological evolution.*

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## **A Chronicle of Rectangular Watches**

*In the world of watchmaking, where the classic often overshadows the new, there shines a light of originality—a nod to those unafraid to question the status quo. It all started with one seemingly simple question: Why do all watches look the same? This thought sparked a journey of innovation, driven by the desire to break norms and set new standards.*

# Table of Contents

|   |    |
|---|----|
| Table of Contents .....                               | 4  |
| The World of Rectangular Watches .....                | 7  |
| <i>Chapter One</i> .....                              | 8  |
| The Origins of Timekeeping.....                       | 8  |
| <i>Chapter Two</i> .....                              | 13 |
| The Origins of the Wristwatch .....                   | 13 |
| <i>Chapter Three</i> .....                            | 19 |
| The Geometric Realm of Squares and Rectangles .....   | 19 |
| <i>Chapter Four</i> .....                             | 20 |
| Rectangular Aesthetics Through Time .....             | 20 |
| Ancient Egypt .....                                   | 20 |
| Ancient Greece .....                                  | 20 |
| Medieval Mastery.....                                 | 20 |
| Renaissance Revival.....                              | 21 |
| Bauhaus Movement .....                                | 21 |
| Art Deco Era.....                                     | 22 |
| <i>Chapter Five</i> .....                             | 24 |
| The Quadrilaterals Shapes in Nature and Science ..... | 24 |
| Structural Engineering.....                           | 24 |
| Precision Engineering and Machining .....             | 24 |
| Scientific Instruments and Equipment .....            | 24 |
| Industrial Applications and Machinery.....            | 25 |
| Modern Technologies and Innovations.....              | 25 |
| Crystals and Minerals .....                           | 25 |
| Biological Structures and Patterns .....              | 25 |

|  |    |
|--|----|
| Ecological Implications .....                        | 26 |
| Evolutionary Significance.....                       | 26 |
| Source of Inspiration .....                          | 26 |
| <i>Chapter Six</i> .....                             | 28 |
| The First Rectangular Watch .....                    | 28 |
| The Need For Something Different .....               | 28 |
| Made To Be Used.....                                 | 29 |
| The Influencer Strategy .....                        | 30 |
| <i>Chapter Seven</i> .....                           | 32 |
| Pioneers in Rectangular and Square Watchmaking ..... | 32 |
| Cartier .....  | 33 |
| Vacheron Constantin .....                            | 33 |
| Jaeger-LeCoultre:.....                               | 35 |
| Patek Philippe .....                                 | 37 |
| Audemars Piguet .....                                | 38 |
| Rolex .....  | 39 |
| Omega .....  | 41 |
| Longines.....  | 44 |
| <i>Chapter Eight</i> .....                           | 46 |
| Rectangular and Square Watches Today.....            | 46 |
| Cartier – Santos .....                               | 46 |
| Tag Heuer - Monaco .....                             | 47 |
| Bell & Ross - BR01.....                              | 48 |
| Hermès - Heure H .....                               | 49 |
| Jaeger-LeCoultre – Reverso .....                     | 50 |
| Söner - Amorous.....                                 | 51 |
| <i>Chapter Nine</i> .....                            | 52 |

|   |           |
|---|-----------|
| Challenges with the Rectangular Watch Design..... | 52        |
| Movement Configuration.....                       | 52        |
| Case Construction.....                            | 53        |
| Water Resistance.....                             | 53        |
| Dial and Hands Alignment.....                     | 54        |
| Lug Design.....                                   | 55        |
| Material Selection and Durability.....            | 56        |
| Chapter Ten.....                                  | 57        |
| The Future of Rectangular Watchmaking.....        | 57        |
| <i>Chapter Eleven.....</i>                        | <i>63</i> |
| Rectangular is Not for Everyone.....              | 63        |
| It's Distinct.....                                | 63        |
| Pushes Boundaries.....                            | 64        |
| Symbol of Versatility.....                        | 64        |
| Unleashes Creativity.....                         | 64        |
| Aesthetically Appealing.....                      | 64        |
| Ergonomic and Comfortable.....                    | 65        |
| Efficiently Uses Dial Space.....                  | 65        |
| Historical Resonance and Prestige.....            | 66        |
| Closing Words.....                                | 67        |
| About the Author.....                             | 68        |