

ARTYA PURITY MOISSANITE



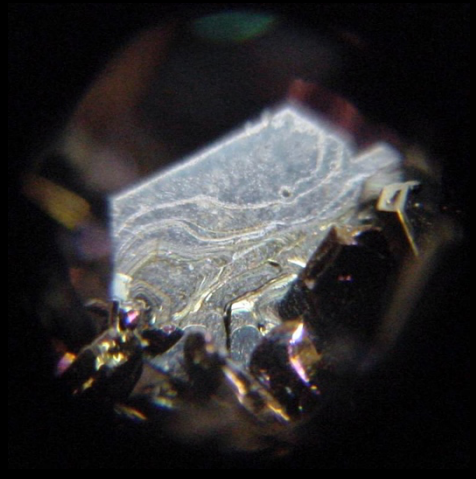
From the Depth of the Universe to the Wrist: Unleashing Brilliance

ArtyA takes innovation to a whole new level for the Only Watch 2023 charity auction with its Purity Moissanite. This one-of-a-kind, world-premiere timepiece not only introduces a brand-new architectural Manufacture movement but also presents a cutting-edge new case material that is so difficult to machine that it has never been used in watchmaking before.

On discovering this dazzling and lustrous stone – which originates from the heart of a meteorite crater – ArtyA couldn't resist embarking on the challenge to transform it into a timepiece for this extremely important cause, and the result is mesmerizing.

Why is the quest for beauty so difficult?

To welcome and showcase its new Manufacture movement, the independent watchmaking brand ArtyA has developed a new and unique case in Moissanite. This precious stone was found in 1893 in a meteorite crater, but has never been used in the watch industry before, despite its incredible beauty. It is the second hardest material on earth after diamond, making it almost impossible to machine. It has a melting point of 2,730 degrees Celsius – compared to 1,300 for glass – and has around 52.1 Gigapascals of sustained pressure, which is equivalent to more than 500,000 ATM, and a hardness on the Mohs scale of between 9.25 and 9.5, making this new watch case the most resistant ever used on the horological stage.



After working on all aspects of sapphire glass, including developing a color-changing NanoSapphire Chameleon, it was the aesthetic properties of this unusual precious stone that attracted the attention of the Geneva watch brand. New and exclusive processes needed to be developed by ArtyA to machine this silicon carbide of extraterrestrial origin that came from outside the solar system. Moissanite was discovered by Dr. Henri Moissan, who gave his name to this particularly rare mineral in its natural form.

With a dispersion index twice that of diamond, this new Moissanite watch case presents an extraordinary rainbow effect of brilliance and sparkle that is maximized to its full effect thanks to 600 facets. As a comparison, a traditionally cut diamond has only 58 facets. This meticulous faceting also gives the impression that the movement is floating in the heart of a perfectly cut gemstone. Each movement of the wrist reveals a different symphony of colors that are enchanting to behold.



Diamond

10 on the Mohs scale

White reflections

Refractive index: 2.42 (brilliance)

Dispersion index : 0.044

Ethical issues in production



Moissanite

9.5 on the Mohs scale

Coloured reflections

Refractive index: 2.65 (brilliance)

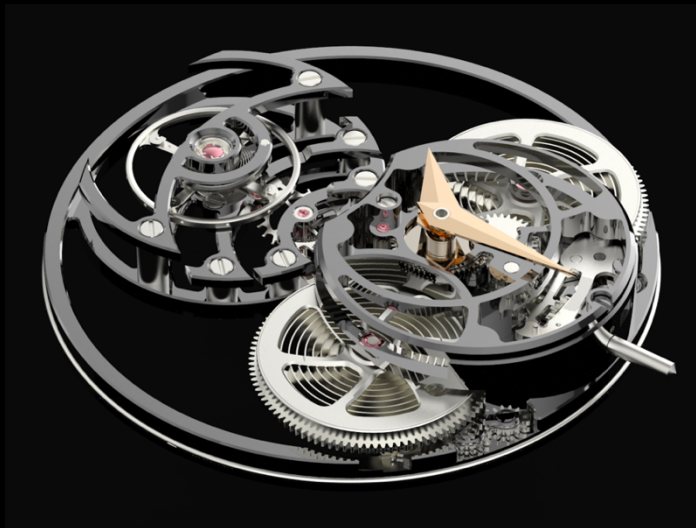
Dispersion index : 0.104

Ethically responsible

The idea and development of this one-of-a-kind timepiece was the brainchild of Stanislas Arpa who joined the ArtyA team to support the company's high rate of product development.



Purity new manufacture caliber

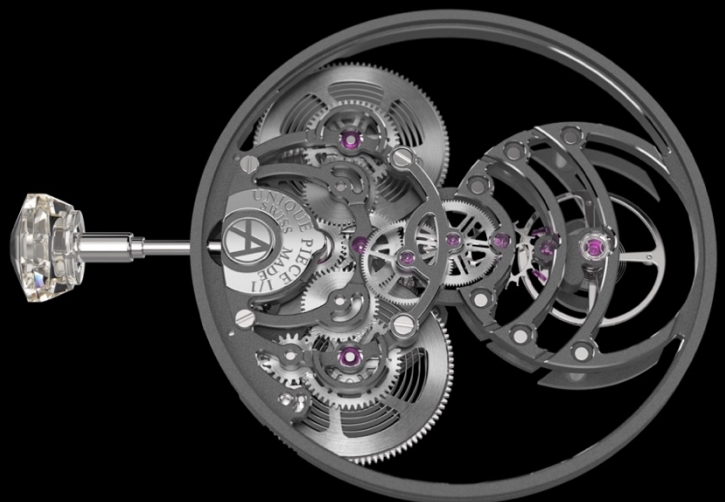


The latest descendant of the Purity Tourbillon family of high complications, the Purity builds on the exceptional architecture of its predecessors to offer a high-flying caliber with a 4Hz balance with inertia block. Optimized skeletonization, prominent hand-beveling, along with all the know-how of the Geneva-based brand, has been concentrated in this

latest manufacture movement. It is the fruit of three years of work with the desire to offer a caliber that is uncompromising, reliable, and generous at the same time. Its bridges are designed to offer the finest visual harmony, with circular shapes and a layering pattern that makes the work behind this movement shine through. Like all of Artya's high complications, this new caliber has benefited from the best treatments and finishes. All the bridges are sandblasted with cast iron and then hand-beveled, a time-consuming operation that is magnificently highlighted in this skeletonized.

For the development of this magnificent mechanism, Telos joined Yvan Arpa and his team in a creative and dynamic partnership that has resulted in this unique timepiece. Telos, renowned for its unrivalled expertise in the design and production of high-quality watch movements, perfectly complements ArtyA's creative vision and innovation. Together,

they push back the frontiers of excellence by combining the traditional art of watchmaking with the latest technological advances. The partnership between ArtyA and Telos opens new perspectives and creates unique timepieces, destined to captivate discerning enthusiasts the world over.



CHARACTERISTICS

Movement

- *Off-center hour and minute dials at 3 o'clock.*
- *Double barrel in parallel offering 72 hours of power reserve.*
- *Balance frequency: 4Hz (28,800 alt/h).*
- *Number of jewels: 22*
- *Number of components: 134*
- *Maximum torque: 820 gr.mm*
- *Traditional setting of the balance with a fixed pin.*
- *Diameter: 31.40 mm*
- *Thickness: 7 mm*
- *NAC galvanic treatment*
- *Bridges, dial and plate sandblasted with cast iron and hand-beveled.*

Crown positions :

- *Position 1: Manual winding*
- *Position 2: Time setting*

Case

- *Bezel and case middle entirely cut with more than 600 facets to accentuate the fire of the Moissanite (dispersion index of the Moissanite: 0.104, against 0.044 for the diamond).*
- *Diameter: 45 mm*
- *Thickness : 13,8 mm*
- *Water resistance: 80 meters*

Strap

- *High quality handmade leather strap*

