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## A #TIMEWELLSHARED CONVERSATION ABOUT ARCHITECTURE, DESIGN AND WATCHMAKING

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Schaffhausen, 14<sup>th</sup> May 2020 – In the latest video released as part of IWC Schaffhausen’s “TIME WELL SHARED” initiative, New York-based architect Hani Rashid joins IWC CEO Christoph Grainger-Herr and IWC Creative Director Christian Knoop for a conversation. The three design enthusiasts talk about the extraordinary times we live in and elaborate on architecture and watchmaking.

Hani Rashid co-founded the New York-based architecture firm Asymptote Architecture with Lise Anne Couture. The practice is known for its unique hybrid approach to design, fusing architecture with technological innovation. Asymptote’s architectural signature can be seen, for example, at the iconic Yas Marina Hotel built above the F1™ Circuit in Abu Dhabi, which features a sweeping glass and steel facade with an AI integrated LED lighting system. Asymptote is currently designing a number of important projects around the world including a new Hermitage Museum and Mariinsky Concert Hall in Russia, a luxury resort in Tuscany, Italy and the Missoni Baia residential tower on Biscayne Bay in Miami. The visionary Canadian architect took time for a virtual get-together with IWC CEO Christoph Grainger-Herr, whose background is also in architecture, and Christian Knoop, an experienced industrial designer who has been the Creative Director of IWC since 2010.

“I have known Hani for some years and deeply admire his visionary work. It has been a welcome change for all of us to have this conversation, and I am grateful we had the opportunity to reflect on the exceptional times we are going through, as well as on the timeless nature of architecture and watchmaking. With our talk, we hope to provide new perspectives and surprising insights, and we want to inspire and entertain the audience,” said Christoph Grainger-Herr, CEO of IWC Schaffhausen.

In their conversation, the three design enthusiasts reflect on how the absence of distractions has altered their perception of time during the last weeks, and how isolation and working from home impacts the creative processes in their industries. They also elaborate on how social distancing creates surprising new challenges in architecture. Lastly, they talk about those magical moments when technical requirements meet sculptural beauty, creating truly timeless designs – in architecture as well as in the world of watches.

The “TIME WELL SHARED” initiative, which IWC announced recently, encompasses online lectures, speeches and webinars that will feature on digital channels during the following weeks. The aim is to entertain and support people in these challenging times. The initiative includes contributions from IWC brand ambassadors and partners like, for example, Tom Brady, Mercedes-AMG Petronas Motorsport, Mercedes-AMG, Tottenham Hotspur, Laureus Sport for Good, Solaris Yachts and Orlebar Brown.

All contributions are accompanied by a link to make voluntary donations, with IWC making the first donation. With the funds raised, IWC will support Save the Children, which aims to strengthen its programmes that protect children and families in countries that are hit by the virus, increase support for national health systems, and raise awareness among parents and caregivers on how to provide psychosocial support to children.

Another crucial pillar of "TIME WELL SHARED" is a personal volunteering program on Good Tutors Finder to support schoolchildren and their parents. In their own free time, and on an individual voluntary basis, IWC employees are encouraged to offer online tutoring support for schoolchildren in basic subjects.

For the latest information on "TIME WELL SHARED", and to access exclusive content, please visit <https://www.iwc.com/en/articles/journal/iwc-news-events.html> and [www.savethechildren.ch/timewellshared](http://www.savethechildren.ch/timewellshared)

For more information on the personal volunteering program of IWC employees involving online tutoring support for schoolchildren, please visit [www.goodtutorsfinder.ch/iwc-time-well-shared](http://www.goodtutorsfinder.ch/iwc-time-well-shared)

#### **HANI RASHID**

Hani Rashid, a visionary architect, co-founded New York-based Asymptote Architecture with Lise Anne Couture in 1989. The practice is at the forefront of technological innovation and production in architecture, urban planning design and art. Asymptote has received numerous awards and global recognition for a wide range of projects, including buildings, masterplans, design and

art installations. In 2000 Hani Rashid co-represented the United States at the 7<sup>th</sup> Venice International Architecture Biennale, and in 2004 Asymptote was responsible for the design of Metamorph, the 9<sup>th</sup> Venice Architecture Biennale. That same year Hani Rashid and Lise Anne Couture received the Frederick Kiesler Prize for Architecture and the Arts in recognition of their exceptional contributions to the progress of art and architecture. In 2011, Asymptote completed the design and building of the Yas Marina and Hotel in Abu Dhabi, a highly significant project built alongside the Abu Dhabi Formula 1<sup>TM</sup> Grand Prix<sup>TM</sup> circuit. In 2008 Hani Rashid was awarded the Kenzo Tange Chair at Harvard University's GSD having also taught at Princeton University, Columbia University in New York and the ETH in Zurich. Presently Hani Rashid is the director of the Urban Futures Lab at the University of Applied Arts in Vienna, Austria.

#### **SAVE THE CHILDREN**

Save the Children believes every child deserves a future. Around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

## IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

More information about IWC Schaffhausen's "TIME WELL SHARED" initiative can be found at [press.iwc.com](http://press.iwc.com) and at [www.savethechildren.ch/timewellshared](http://www.savethechildren.ch/timewellshared).

## FURTHER INFORMATION

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