

# CODE41 launches the Mecascape and takes watchmaking into unknown territory



Those who know CODE41 well know that it would be difficult to describe the pieces created by the brand as "classic". And yet, none of the 6 collections released to date has gone as the new project, which the small Swiss team led by Claudio D'Amore is preparing to launch. Its name? The Mecascape. With this extraordinary object, CODE41 is venturing into unexplored territory and paving the way for watchmaking that breaks away from its traditional framework. A call to all the creatives, the curious and quite simply fans of watchmaking projects that go off the beaten track: with the Mecascape, CODE41 is offering its community the chance to think differently and change their perspective. All aboard!

## Returning the mechanical magic to its rightful place

What if we were to imagine a watchmaking product that was capable of freeing itself from the limits of our wrist and set free the mechanical movement? That's the line of questioning that's led CODE41 to prepare to begin a new chapter in its story: the Mecascape.

In fact, since they first appeared at the beginning of the 20th century, wristwatches have adorned the wrists of their wearers. Confined to the watches' cases, the components are forced to share a limited space with each other, and the mechanism remains partly hidden.

Yet what fans of mechanical watches look for in these pieces is not their precision (quartz watches are a thousand times more precise), nor is it their functional dimension. No, what really fascinates enthusiasts so much is the beauty of the movement in itself, often compared to a beating heart: such a complex and ordered jumble, in which every component, right down to the smallest, has its place and its role.

So, what better gift could we offer than that of the incredible spectacle of these cogs in full swing? A true watchmaking panorama, which stretches out before our very eyes and fully liberates itself from the wrist. Almost a century after the arrival of the wristwatch, it's high time that we finally step outside the established framework... and outside the dial!

## The genesis of a norm-defying project

Flashback to 2009, when the idea of the Mecascope first began to take seed in the mind of Claudio D'Amore, founder of CODE41. Then a designer for the biggest names in watchmaking, Claudio thought up a format that is still yet to be seen in watchmaking, which would finally give the movement all of the space it deserves.

His quest for the ideal design led him to numerous trials and drafts regarding shape and proportions. Little by little, the object matured in his mind; unfortunately, for lack of means and resources to lead the project to fruition, at that time it had to be shelved.

So it would be another 12 years before this extraordinary project would finally see the light of day. During this period of time, Claudio D'Amore founded CODE41, a participative and innovative watchmaking project that gives its community a voice when it comes to designing pieces.

After 6 watch collections, the team decided that the time was finally right to begin development of the Mecascope. So in 2022, CODE41 will be embarking upon a brand new adventure with its members, guaranteed to be the craziest and most audacious of the lot!

## The Mecascope, a spectacular mechanical landscape

As you may have realized, the Mecascope is not a watch in the traditional sense of the term: it is neither a wristwatch, nor a pocket watch, nor a clock. A portmanteau of Mechanical Landscape, it is a watchmaking landscape: the mechanical movement, instead of being assembled within a case, is deconstructed and spread out on a flat surface.

Balance wheel, cylinder, escapement... Thanks to its unprecedented format, each of the cogs that make it up is visible down to the smallest detail. If we could only select one word to define this product? Harmony. Everything, from its dimensions to its shape, has been thought of such that the mechanism remains at the center of the spectacle, all while allowing the time to be displayed perfectly.

After much reflection, the golden ration was chosen to determine its proportions. Very fine, with a maximum thickness of 7mm, the object can easily slip into your pocket so that you can always keep it on you. But its horizontal format also allows it to be arranged on full display on a piece of furniture, so that you can admire it as you please.

## A call from CODE41 to its most creative members

Originally very personal, this project is now taking the community direction that forms the base of the CODE41 concept. So, now more than ever, the brand needs the members of its community to bring to life what was a simple dream just 12 years ago!








But then, who exactly is the Mecascope aimed at? Well, at all the lovers of mechanical watchmaking, who are looking for something different from what they already own. The curious and creative types, who love breaking norms and welcome innovation with open arms. In short, all those who want to contribute to one of the most innovative projects on the current watchmaking scene!

As with all CODE41 projects, the development of the Mecascope will unfold over multiple stages. It will begin with an initial series of votes and comments, which will serve to lay the foundations of the project and gather members' first impressions. For more information, visit [www.mecascope.com](http://www.mecascope.com)!

## About CODE41

CODE41's mission is to make the art of watchmaking accessible to all. Founded in 2016 by Claudio d'Amore, CODE41 is today the leading community brand in mechanical watchmaking, based in Lausanne, Switzerland. Since the very beginning, CODE41 has gambled on involving the community at each stage of the creation of its projects, all while guaranteeing total transparency on the origin of its components, as well as on the prices of its watch models and accessories.

### CODE41 in numbers:

	2016	2021
 CODE41 team	2 people	25 people
 Community	15'000 members	530'000 members
 Monthly website visitors	20'000	570'000
 Turnover (CHF)	0.5 mio	10 mio
 Number of collections	2	6
 Manufacture movements	0	2
 Liters of coffee	1	12

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