

THE BALANCE OF TIME,
THE MASTERY OF SPACE

AKOR

MAISON HORLOGÈRE INDÉPENDANTE
GENÈVE





WHEN WATCHMAKING MEETS BALANCE

AKHOR unveils an inspirational film directed by Swiss filmmaker and photographer Nicolas Haeni, designed to express the Maison's vision of time. At the intersection of watchmaking, movement, and balance, the film explores the relationship between mechanics and the perception of time.

This creation embodies the *Le Temps en Équilibre* collection, a founding signature of the Geneva-based Maison. It is defined by a unique architecture: a dial suspended in space, made possible by a movement specifically developed for this purpose.

Certified with the *Poinçon de Genève* and meeting the chronometric precision standards of COSC (Contrôle Officiel Suisse des Chronomètres), each piece embodies the highest standards of precision and finishing, positioning AKHOR within a demanding watchmaking tradition while asserting a contemporary design language.



A WATCH DOES NOT
MERELY MEASURE
TIME; IT EXPRESSES A
PERSONAL RELATIONSHIP
WITH IT.



WATCHMAKING AS AN EXPERIENCE OF TIME

AKHOR was born from a simple conviction: a watch does not merely measure time — it offers a way to experience it.

Its name, derived from the ancient Egyptian term “Akh,” refers to the immortal force of the soul. This idea runs through every creation of the Geneva-based Maison, where horological precision meets an interpretation of time.

With the *Le Temps en Équilibre* collection, AKHOR proposes a singular approach: a dial suspended in space, supported by an architecture that redefines the perception of time.



STAGING THE BALANCE OF TIME

To translate the universe of AKHOR, Swiss director and photographer Nicolas Haeni, trained at ECAL in Lausanne, conceived a film built around a simple idea: the suspension of time.

The film explores the relationship between body and space, revealing the fundamental elements of time — tension, balance, and precision. Each movement is measured, adjusted — nothing is left to chance.

The dancers evolve in weightlessness, performing rotations and suspensions with controlled precision. Their movements resonate with those of the watch, creating a subtle dialogue between horological mechanics and the human body.

Initially invisible, the structure gradually reveals itself, extending the illusion of suspended time. Designed by Bastien Dausse of the BARKS company — also present on screen as choreographer and dancer, alongside Julieta Salz — this unique structure becomes a tool for exploring gravity, balance, and time.



A MEETING OF SCIENCE AND CREATION

At the origin of AKHOR lies the vision of Anissa Bader.

With a scientific background, she explores systems of balance and complex mechanisms. This rational approach is combined with a deep interest in philosophy, ancient civilizations and the symbolism of time.

“What interests me is not measuring time but understanding how it exists within a system of balances. Watchmaking, to me, is a language that makes the invisible visible.”

— *Anissa Bader PhD, Founder and CEO*

A NEW HOROLOGICAL LANGUAGE

With this film, AKHOR moves beyond traditional watchmaking communication.

The movement of the watch enters in dialogue with the movement of the body. Constraint, gravity and balance become narrative elements. Space becomes language.

THE BALANCE OF TIME AND SPACE

Through this film, AKHOR affirms its vision of independent watchmaking: giving time a presence, anchoring it in space, and revealing its equilibrium.





CONTACT

Alexia Blanc

blanc.a@akhor.ch / press@akhor.ch

Chemin du Grand-Puits, 42

CH - 1217 Meyrin

www.akhor.com