

When Exclusivity It's A Prerogative: Thomas Prescher Interview by [Michele - Orologi di Classe](#)

Our “interactive interviews” project started with the independent watchmaker Thomas Prescher and it was so successful that either Thomas, feeling very enthusiast about [the questions](#) we made him, asked us to going on, giving to us his complete availability, although if in the meantime he was preparing to attend at the important event Moscow Watch Expo 2011.



[Thomas Prescher](#)

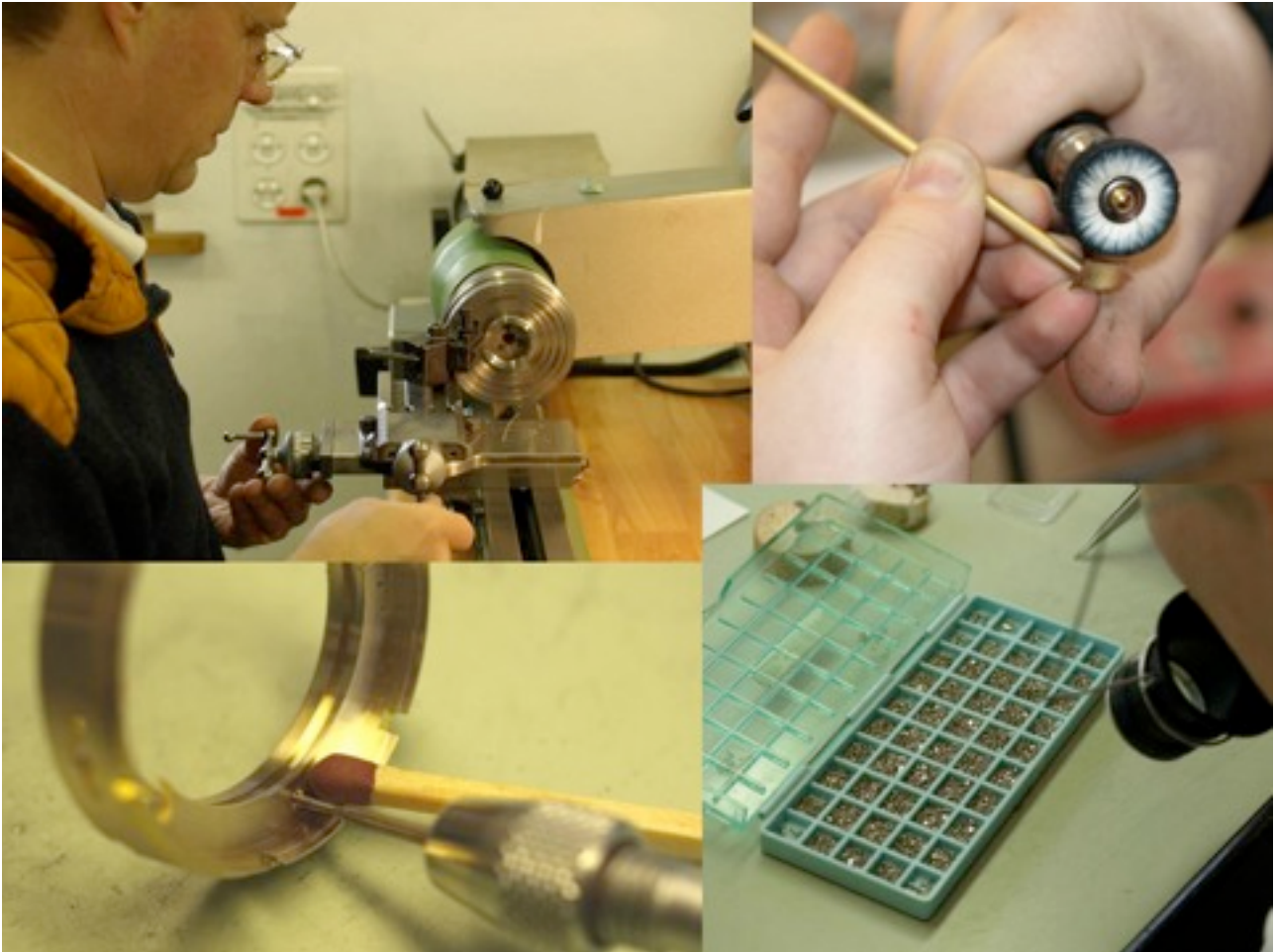
Together with me this time will participate the forum guys “**Coffo and Tourbillo2**”. For anybody who doesn't know it yet, [Thomas Prescher](#) it's one of the few watchmakers in the world that, if you ask him to create your custom timepiece, he'll say you “yes”...

Yes, I'm talking about a unique piece, the ambition of any watch collector! For instance, with the now called **Desiderata** (previously “[Choose your Movement](#)”), he can start from your own vintage Caliber, making your dream happen, putting in your hands his whole art as it happened till more then 100 years ago in a watchmaker's workshop.

That said, let's go on with our questions:

Coffo - Question 1a: Can you please tell us how's organized your atelier and how many collaborators do they work inside? Question 1b: What and how many tools do you need for making "unique pieces"?

Thomas Prescher 1a: The company is at the moment my wife and me. We have our office at home. There we do most of the paperwork's, communication, photos, graphic work and movies, planning. Not to forget the creative part of the development and CAD and CNC programming. And we have our workshop/atelier and showroom in Twann.



Thomas Prescher - working to create "unique pieces"

The workshop is my kingdom. Here the physical making of the watches is done. From time to time I have visitors there. If the work becomes too much. From time to time I engage ongoing master watchmakers to help me with my work. Normally they stay two or three years before they leave to other horizons. My machine parc is a five axis milling machine. A turning machine, a drilling machine, an oven from 30 to 2000 °C, a cleaning machine, galvanic for galvanic treatment, polishing machine different testing tools for water resistance beat rate and so on. Last not least a box with a window with two holes to lacquer the dials and a little machine to print numbers or logos. This is all you need beyond a large collection of tweezers, screwdriver, pins...

Thomas Prescher 1b: I have never counted the tools. It is indeed a lot of small and big tools and very often watchmaking requires to make a small tool e.g. for holding a small part. Then it is necessary to make it quickly in house. In general all tools are named more or less above.

For making the parts we buy the raw metal plates and bars. From these plates we make all spare parts. Normally I mill the parts in our five axis milling machine or I turn them on my turning machine.

The rough making in the machines takes between some minutes and an hour or so. The finish of these parts can take hours or even days for each.



Thomas Prescher - Tempusvivendi "Omanwatch" Caliber

Michele.. - Question 2: Thomas you make watches in very few pieces or even unique pieces deeply involving the client on your craftsmanship. How would you describe a client that today's looking for all these stuffs?

T.P.: My clients are mostly people who like art. They are not all watch collectors but all of them love beautiful nice things. Most of them have left the stage of expressing themselves by buying global brands and showing the well known Logo. They know who knows best what's good for them - it is themselves!

They all have in common to be art connoisseurs and strong personalities. They know that wearing unique pieces is expressing of the character. It shows taste sophistication, knowledge and for sure a certain hedonism in a positive way: " I accept only if somebody has given the best to his product".

Tourbillo2 - Question 3: Every time you craft a watch, which criteria you'll never be disposed to renounce at?

T.P.: So long all clients wanted to see high quality. All insist in a piece of art which can be identified easily as such. It is important for them to have a part of my creativity which I give with pleasure.



Thomas Prescher - Desiderata "Choose your Movement" from a Zenith Calibre 135

I understand my work as creative art and it is in my responsibility to initiate a creative process in the head of my fans too, to find out how their dream watch could look. Very often clients do own more than one watch of me because these processes have set free several ideas which have to be realised in a watch.

This cooperation can start in a process like our "choose your movement" where a client has a movement and like to have a new look. But might be much more work if a clients discusses the make an entire watch.

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Discover more details of a **Thomas Prescher Desiderata** - Choose your Movement, clicking [HERE](#).

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