

Beat: Automobiles

BIG BANG FERRARI - A New Edition of the Iconic Timepiece Created

Partnership between FERRARI and HUBLOT

PARIS - MARANELLO, 28.11.2016, 07:58 Time

USPA NEWS - Hublot has always created models with a distinctive design and this holds true also for its collaboration with Ferrari, begun in 2011. Each new edition embodies the constant quest for innovation, excellence and performance which unites these two brands...

Hublot has always created models with a distinctive design and this holds true also for its collaboration with Ferrari, begun in 2011. Each new edition embodies the constant quest for innovation, excellence and performance which unites these two brands. The Big Bang Ferrari is no exception. Taking inspiration from the innovative volumes and iconic design of the most recent Ferrari models, Ferrari and Hublot have redesigned the contours of the Big Bang Unico model. This new design combines Hublot's cutting-edge ideas and Ferrari's design language. The perfect silhouette and proportions highlight the new architecture of the Big Bang Ferrari, featuring highly functional yet stylish details.

The minute counter and date window at 3 o'clock are designed like a car tachometer and style of the date is inspired by a Ferrari speed dial. The Prancing Horse logo features discreetly at 6 o'clock. At 9 o'clock, the seconds counter is in the shape of an air extractor. The hour and minute hands, which have been completely redesigned, offer improved readability. Instead of being positioned horizontally, the numerals are now positioned in line with the indices, which seem to float above the dial, giving the whole piece a 3D look.

Forming a subtle yet perfect balance between innovative volumes and slender, functional forms, the contours of the bezel have been redesigned with countersunk notches for the 6 screws; a more ergonomic form that protects the screws and looks as if taken directly from an integrated control unit. On the crown side, the case middle features a red line detail, recalling the iconic groove to the rear of the LaFerrari model. The elongated push-buttons are fixed to a rotating staff like the pedals on a car.

Marked with the Hublot logo, the crown has a much more integrated and ergonomic crown guard. It evokes the characteristic form of the TPE (Turbo Performance Engineer) set in the centre of the Ferrari dashboard. The other profile is inspired by the styling of Ferrari cars. The name 'Ferrari' is emblazoned in bright red across the watch's now iconic sandwich-like case construction.

The Big Bang Ferrari is equipped with a Unico movement - the Hublot Manufacture movement that integrates a flyback chronograph with column wheel positioned on the dial side. The oscillating weight echoes the iconic star spoke design of the Ferrari wheel rims, while the main plate, bridges and oscillating weight are all treated with black PVD and can be seen through the dial and sapphire case-back.

Source : Hublot

Photos :

- Big Bang Ferrari Carbon - Big Bang Ferrari Titanium - Big Bang Ferrari King Gold
- Launch of the Big Bang Ferrari at the Museo Enzo Ferrari

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

Article online:

<https://www.uspa24.com/bericht-10110/big-bang-ferrari-a-new-edition-of-the-iconic-timepiece-created.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

Official Federal Reg. No. 7442619