



Nullame — The Time to Be

PressKit_EN



NULLAME





NULLAME IS A TIME THAT DOES NOT WISH TO BE COUNTED
BUT CONTEMPLATED AND EXPERIENCED.
NULLAME SHEDS ITSELF OF SECONDS AND MINUTES,
OF HOURS AND HANDS.
NULLAME IS THE TIME TO BE.
CHOOSE YOUR TIME.

PHILOSOPHY

Time changes things. But what about the changing of time itself?

Time was once measured by nature. It's flow became mechanic, then digital. Time became integrated to objects in daily life, and the wristwatch is no longer indispensable .

What remains is the form, through which NULLAME brings time back to its essence: a time that is natural and generates reflection.

Are we thus able to create a new esthetic devoid of mechanisms?

Consider how life can be desensitized by a continuous ping pong pace, by perpetually having to get somewhere. We run against a time that runs out, that diminishes from full to empty.

NULLAME defunctionalizes time by eliminating chronological measurement in order to live a life made of moments. And to choose a time that represents us.

NULLAME is made with salvaged materials carefully selected from high quality woods such Indian rosewood, olive, and walnut. The irregularities of the wood create unrepeatable grain and color, highlighting the unique qualities of this natural element. The wristband is made with vegetable-tanned leather treated with natural tree tannins.



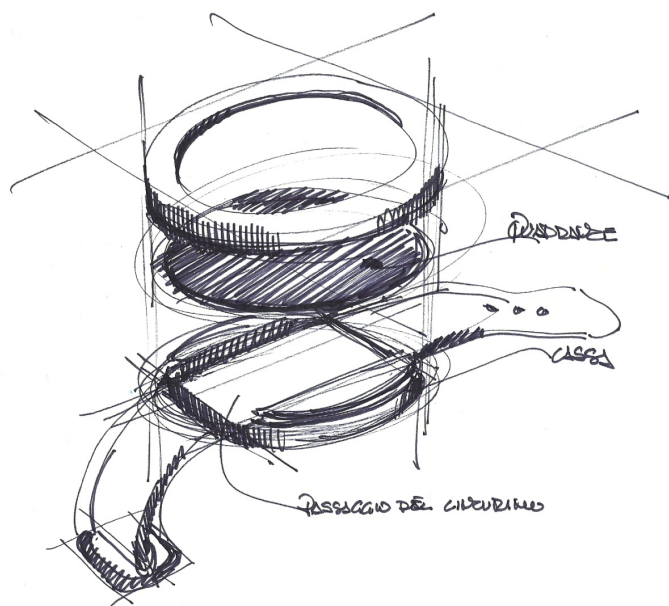
STORY

Why shouldn't a watch not have watch hands?

Some ideas don't come by chance. The Nullame concept bloomed on a summer evening, at a restaurant. There was a long wait, which seemed to dilate interminably. A heavy and insistent question persisted in the air: If a watch were to stop counting minutes and seconds? If we didn't have to count time would the perception of the wait diminish? This very wait generated a curiosity towards the nature of time in the future creators of Nullame. During what seemed like an infinite time lapse, they gave up, and stopped watching the clock. And they experimented with another kind of time, a time lived and palpable instead of a time counted. A time made of words, exchanges, understanding, thoughts. This project has developed the reflection born out of that summer evening. It seeks to consciously transform the negligence of time in order to reveal, thanks to a design product, how we can live the time to be.

Nullame was conceived and designed in 2012 by Lorenzo Brini (artist and designer) and produced with Francesco Guiducci (business engineer and advisor). Francesco and Lorenzo are a duo of friends who both grew up in the town of Ponsacco, near Pisa in Tuscany.

The first Nullame production was completed exactly a year following the concept development. Production occurs in small batches and each component is created by local artisans, longtime experts of the wood (watch case and face) and leather (watch band) sectors. Lorenzo and Francesco assemble the components by hand and choose the color combinations of each Nullame from their garage lab space.



PRODUCT



Olive



Maplewood



Indian Rosewood



Wood foil



vegetable-tanned
leather treated with
natural tree tannins



+



+

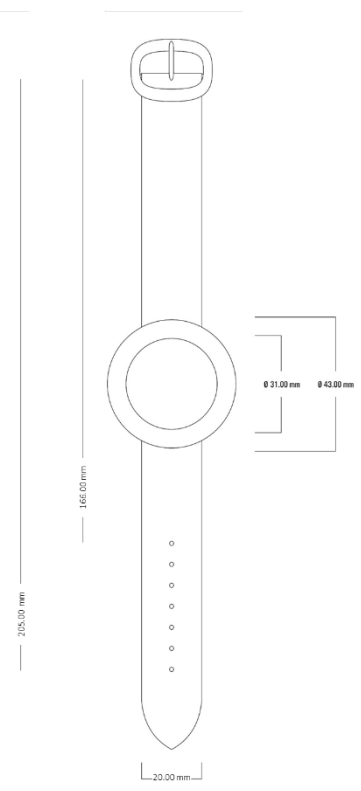


Buckle Zama
(hypoallergenic)

=



Back
Interchangeable strap



MONOCROMO COLLECTION

Price: 59 €



LIMITED EDITION COLLECTION *((20 units per model))*

Price: 65 €



OUTFIT - MEN



OUTFIT - WOMEN



EVENTS



PRESS



Le vie del centro riaccese dalla fantasia dei giovani

Saracinesche alzate, castelfranchesi increduli: i tessuti di Silvia, i gioielli di Letizia i bracciali di Lorenzo e Francesco. Anche oggi Pop Up, nel segno dell'artigianato



na per sposarsi: locale che regala un colpo d'occhio di grande fascino, rivelando una vera perla nascosta del centro storico. Spostandosi in via Marconi incontriamo anche l'esposizione di Michele Meoli, di San Giovanni alla Vena, che realizza complementi d'arredo con materiali naturali di riciclo: «faccio il filopagame» - spiega - «Questa passione è nata per il gusto di realizzare dei pezzi unici». Di-

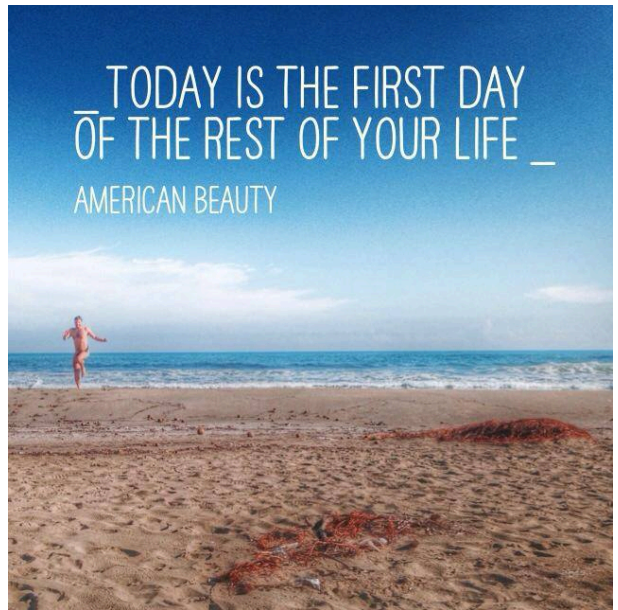
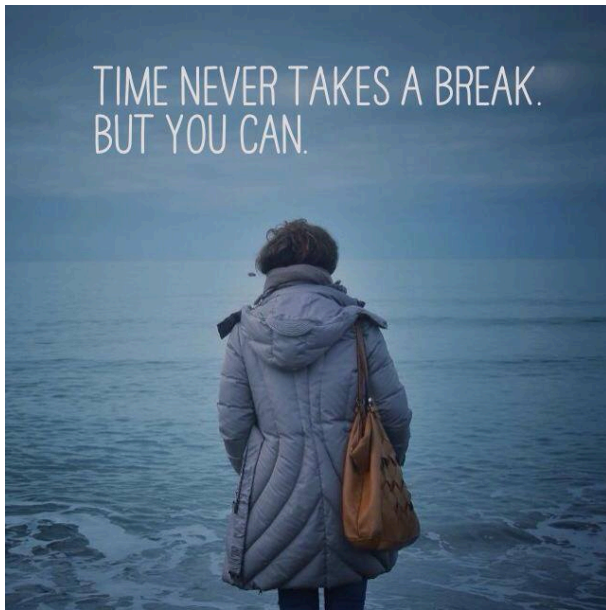
Ecco l'orologio senza lancette Misura il 'tempo di essere'

Benedetta Bitozzi

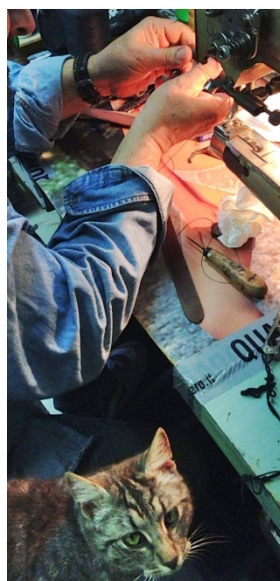
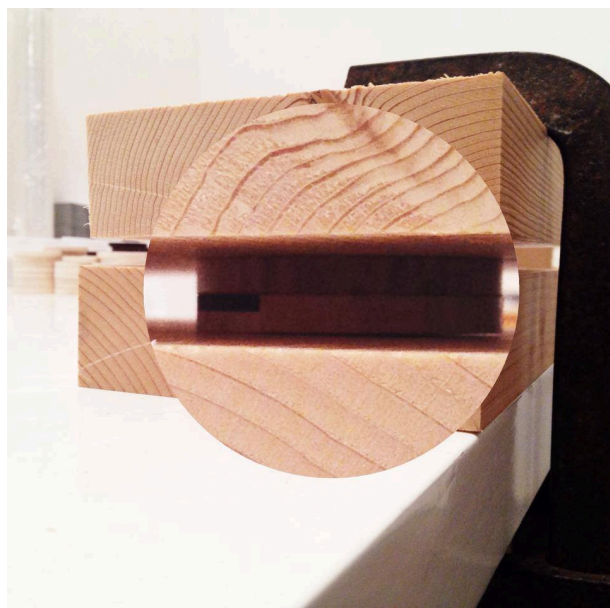
L'idea di Lorenzo Brini e Francesco Guiducci arriva in una sera estiva, dopo una lunga attesa. Così nasce 'Nullame', vero oggetto di design

"Nullame" nasce in una sera estiva, mentre stavamo aspettando di mangi-

MEDIA (philosophy)



MEDIA (making of)



WHAT'S IN THE BOX?



Recycled / recyclable plastic
Packaging



Brochure with Story and Philosophy in
Italian and English Language

CONTACTS



Francesco (Manager)

Lorenzo (Designer)

NULLAME di Brini Lorenzo

info@nullame.com

VAT Number: IT02113530501

Via Machiavelli 25/b - Ponsacco 56038 (PI) - Italy

Web site: <http://Nullame.com>

Video: <http://vimeo.com/75559914>

Facebook: <http://facebook.com/nullame>