

Time Redesigned

To celebrate its 150th anniversary, Timex teamed up with Core77 to sponsor Timex 2154: THE FUTURE OF TIME—an international design competition that would look forward 150 years to imagine the future of “personal and portable timekeeping.” Winners in three categories (Wrist-based, Wearable, and Conceptual) can be seen online at www.core77.com/timex/winners/default.asp or on permanent display at the Timexpo Museum in Waterbury, Conn.

A. WRIST-BASED. The winner was Christophe Koch and Lea Kobeli’s Time-aid, a wrist band with a connection to satellite video of clock faces from around the world. A rectangular panel displays live images of Big Ben, clocks in Tokyo, sundials in South American town plazas—you select the image. One of the four runners-up was from a Japanese student, Keita Yagi. His translucent, stretchy wristband has a gravity sensor that shifts numbers to the top for easy reading.

B. WEARABLE. Alexey Koptev from Russia won the wearable category with his Sticker Watch. They come on a roll with perforations so you can tear one off and stick it anywhere. Each sticker functions as clock, timer, and calendar. Two of the three runners-up in this category involve the senses of the wearer directly. Sublimex is a contact lens that flashes the time so rapidly you aren’t aware of it—consciously, that is, but unconsciously you are always aware of the right time. The Timex Whisper is a tiny, folded receiver you wear in your ear. It whispers the time and also functions as a baby monitor and telephone.

C. CONCEPTUAL. This category has the most exotic devices, three of which depart from our notion of time as merely the measure of motion. The winner was designed by three French students: Francois Gustin, Francois Laine, and Nicolas Montabone. Their Energistime looks ahead to a time when personal responsibility to things ecological will earn you free time from work. An instrument you wear on your arm, it’s connected to a time-bank server, and it shows your global energy consumption and time off earned.

D. NOTABLES. Included on the website are 18 more entrants. One called 12:14 from Canada is a cuff that projects a hologram of the user’s calendar—it doubles as a desk clock. Rings, bracelets, and a number of stickers are also on this page.

