

GoS Watches - Press Release EMBARGO UNTIL APRIL 18th 2022

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Norrsken - Northern lights for Ukraine

GoS Norrsken UA 1/1

The watch community quickly came together to arrange support for Ukraine in various ways and a blue-yellow Rolex work of art by the watch connoisseur and editor Balazs Ferenczi was an early and elegant example. The Northern lights for Ukraine project started in the first days of March 2022 after a discussion between Patrik Sjögren from GoS and the artist Sunflowerman (Matthew Miller).

The GoS Norrsken northern lights watch was selected as a basis for the project with the blue and yellow dial created by Balazs as the main inspiration. Matthew immediately began the demanding procedure of replicating the watch design by hand while Patrik worked out a method to create a two-tone guilloche dial. Patrik selected a special dial for the project - a guilloche dial that has been through a lot in the GoS workshop, with microscopic battle-scars as evidence. After many attempts, he was finally able to apply the northern-light blue tone with a clean and horizontal line across the irregular guilloche pattern. The yellow tone was then created by gold plating the other half of the dial. Mathew finished the art-piece with his trademark Sunflowerman color-wash technique in the colors of the Ukranian flag. The art-piece and watch were both finalized just three weeks after the project was started thanks to hard work and support by movement manufacturer Schwarz Etienne who provided the movement with its special engraving.

The set will be auctioned as a combined lot during Sotheby's "Important Watches: Part II" with bidding opening on April 27th in Geneva. We hope that the lot that we named Northern lights for Ukraine will generate great interest and a good result as all proceeds will be provided to Red Cross Ukraine.



GoS Norrsken UA1/1 - Northern lights for Ukraine



Northern lights for Ukraine – handpainted artpiece by Sunflowerman



GoS Norrsken UA1/1 – Damascus streel micro-rotor and unique engraving on ratchet wheel



GoS Norrsken UA1/1 – in Swedish crystal presentation box



Sunflowerman with his interpretation of Northern lights for Ukraine