

Media release

**Bucherer sets a new benchmark: Aion, the marble run clock at Bucherer's flagship store in Lucerne, has been officially recognized by the Guinness Book of Records as the world's largest of its kind.**

Bucherer gives Lucerne yet another attraction: Aion, the world's largest marble run clock, enjoys official recognition from the Guinness World Book of Records. The sculpture consists of a series of complex mechanisms that have been ingeniously combined to create a finely tuned clock, and reflects the characteristic features inherent in the Bucherer brand: longevity, uniqueness, precision and quality.

Lucerne, 23 May 2008 – At its flagship store in Lucerne, Bucherer is proud to present Aion, a spectacular kinetic sculpture. Unlike anything other mechanism in the world, the fascinating work of art – which is almost twelve meters high and stretches from the bottom floor to the fourth – has now been recognized by the Guinness Book of Records.

**A playful take on infinity**

At the heart of the marble run is a large clock, which is based and operates on kinetic principles. At the watch's periphery, rolling glass marbles – which are constantly in motion – indicate the seconds, minutes, quarters and hours in an impressive spectacle involving time. Driven by kinetic energy, the crystal spheres find their way through the rollercoaster at high speed, seeking the gigantic minute ring. One marble ends up in the ring every minute, until 60 of them finally make up an hour. A polar opposite to this ongoing motion is provided by a giant crystal ball on the ground floor, which oscillates once every quarter of an hour. The mechanical components, all perfectly geared to one another, are fascinatingly combined to create a clock system that is precise, completely self-contained and infinite. And this is where the work takes its name: Aion. The word comes from ancient Greek philosophy and stands for the infinity of time.

#### World's largest marble run clock

The installation extends to all four floors in the Bucherer store, is 11.6 m (38 ft) high and 6 m (almost 20 ft) wide. In the entire system, 150 crystal balls measuring 30, 40 and 150 mm (1.2, 1.6 and 5.9 in) run along 297.8 m (977 ft) of track. These impressive dimensions have qualified for official recognition by the Guinness Book of World Records as the longest marble run clock in the world.

#### International acknowledgement

The Guinness Book of Records is the most important collection of records in the world, and many of them have been set up simply to warrant an entry in the book. The volume lists facts such as the tallest or oldest human being, or the biggest cut diamond. The first Book was commissioned in 1955 by the CEO of the Guinness brewery and published in Ireland. Since then, the Guinness Book has sold 100 million copies and is the world's best-selling book still protected by copyright, which means it even contains an entry about itself. Only the Koran and the Bible have outsold it.

#### Precision craftsmanship all down the line

The response from kinetic artists worldwide to the challenge of constructing a marble runway on the scale of the Aion was enormous. In the end, Bucherer entrusted the project to two well-known artists, Hanns-Martin Wagner from Switzerland and Mark Bischof from Germany. Work on the sculpture began in spring 2006 with a series of detailed feasibility studies, and the project was finally completed after 12 months. All the elements and components used for the iconic structure are unique and were painstakingly made by hand by the two artists.

Photographic material of the Aion marble run clock can be viewed at [www.bucherer.ch/de/news/aion](http://www.bucherer.ch/de/news/aion) and ordered at [regine.hubler@bucherer.com](mailto:regine.hubler@bucherer.com).

# BUCHERER

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Bucherer AG is owned and managed by the third generation of the family in the person of Jörg G. Bucherer, Chairman of the Board of Directors, and has around 1200 employees. The name Bucherer has long been famous beyond the country's borders and stands for outstanding quality. Switzerland's leading retail store for exclusive jewelry and rare gemstones also stocks a wide range of prestigious Swiss watch brands and the most comprehensive selection of Rolex timepieces. Bucherer has 14 sales outlets in Switzerland and six in Germany. The Bucherer Group also includes the well-known Andreas Huber watch outlets in Munich and Haban jewelers in Vienna.

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