



Signs of Viking Past

GoS Watches - Press Release Supplement

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Norrskan – Northern lights for Ukraine

About GoS

GoS Watches, is based in Sweden and was founded by bladesmith Johan Gustafsson and watchmaker Patrik Sjögren back in 2007. The firm celebrates its Scandinavian origins, taking inspiration from local nature and the history of the region.

The in-house expertise in patternwelded steel, also known as Damascus steel, combined with Sjögren's skills at 'the bench' has attracted admirers from around the globe, especially from horophiles with a predilection for independent watchmaking.

The brand has established itself as the "King of damascus steel in Horology" while also incorporating other traditional and artistic handcraft into the time pieces. Northern lights has been a reoccurring source of inspiration for GoS and was re-interpreted during 2020 to be introduced with the Norrskan model in March 2021. This timepiece captures the appearance of swirling lights dancing across northern skies to emulate this natural phenomenon. The watch draws upon the expertise of various artisans and features a hand-cut guilloché dial and a micro-rotor movement. A handblown index ring, formed of Swedish crystal, allows an extraordinary degree of luminescence to pass through its clear surface, flooding the dial with vivid bright blue tones.

About Sunflowerman

Sunflowerman is a renowned fashion artist and has fashioned an identity all his own. After growing up in Grand Rapids, Michigan, he lived in London, Milan, Paris, and New York, inspiring him to revive the lost art of men's fashion illustration in a signature style. Sunflowerman works with clients around the globe creating unique content for brands and illustrating personalized portraits for businesses and individuals.

In 2014, he initiated a project where he would illustrate one watch submitted to him through social media and then show it to the world. The results were compelling and the watch community was excited to see what watch he would depict each day. Sunflowerman has since then released a book showing the product of this work and continues to have a high demand of watch illustrations from watch connoisseurs while working in Sundance Square, the heart of Fort Worth, TX.

Northern lights for Ukraine – Artpiece

Hand painted in the heart of Fort Worth, TX in the Sunflowerman Atelier.

Materials

- 150 lb (320 gsm) cold press watercolor paper
- Watercolors mixed to emblemize the Ukrainian flag
- Black india ink, water based and water proof

Process

- Graphite drawing of the GoS Norrsken blue dial northern lights
- Ink outlines of the Stainless steel case, damascus steel bezel, and northern lights guilloche dial
- Sunflowerman watercolor wash in duo-tone

Concept

- Sharp black lines detailing the watch are the structure and the identity of a people, a nation
- The watercolor wash is playing many roles
 - representing the Sunflowerman watercolor wash process
 - standing for the Ukrainian people in their national colors
 - emulating the turbulent division of the Norrsken duo-tone dial in blue + gold with its undulating dividing line across the guilloche texture
 - describing this moment in time where a nation whose name is 'borderlands' has been invaded but not overtaken, whose borders have been violated but not destroyed

Norrskan UA 1/1 – Specification

Handmade in Sweden with a Swiss made movement

Functions

- Hours, Minutes Seconds
- Small second at 6h:00 in the shape of the GoS triskele

Movement

- ASE200 movement by Schwarz Etienne with GoS micro-rotor in handfinished damascus steel and heat blued to match the the dial.
- GoS triskele and "Slava Ukraini" in four languages engraved on click wheel
- 21,600 vibrations/hour
- 86h power reserve
- Stop-seconds mechanism
- 33 jewels – 199 parts
- 30.40mm x 5.25mm

Case

- 41.5mm x 12.1mm (8mm at edge)
- Stainless steel with Stainless damascus steel bezel
- Sapphire crystals front and caseback – Front crystal domed with double sided anti-reflective coating
- Transparent crystal gaskets in new Swiss-developed material
- 5ATM water resistance (50m)
- Crown with double gaskets and GoS internal impact protection

Dial

- Silver dial with handcut guilloché by master Jochen Benzinger - machined and finished by Patrik Sjögren
- Hour index recesses filled with midnight blue Badgerite, developed by James Thompson and Swiss SuperLuminova
- Transparent index ring in Swedish Crystal - individually handmade by master glass artisan Mikael Kenlind
- Solid ring of Badgerite applied round the Crystal index ring.

Hands

- GoS viking spearhead – Rhodium plated
- GoS triskele small seconds hand

Strap

- Polished Salmon leather – blue/black – Made in Stockholm, Sweden

- Tapered 21mm to 20mm with rounded padding
- Pin buckle in stainless damascus steel with GoS triskele logo

Presentation box

- Individually handcrafted presentation box in Swedish crystal, handmade by glass artisan Mikael Kenlind
- Handcrafted wooden box with vertical opening to protect and showcase the inner presentation box in Swedish crystal