

FEEL IT

RADO
S W I T Z E R L A N D



FEEL IT

RADO
SWITZERLAND

MASTER OF MATERIALS



As part of our new 'Feel it!' campaign, we're delighted to welcome you to the first presentation of our new collection. With a focus on the difference we make to modern watch wearers through our unparalleled design, unequalled innovation and unrivalled mastery of high-tech ceramic, this book is testament to our role as a truly unique watch company.

We've once again worked with Trend Union's Li Edelkoort to interpret these new products and to understand what is coming next in global trends. Her focus on the design, architecture and psychology of colour, nature and time are truly eye opening. While the styling says nature, the spirit says recentering and reflection at both individual and collective levels.

Feel it, for us, is everything that Rado represents: Master of Materials, lightness, smoothness, agelessness, enduring style, design, innovation, emotion, energy, time, technology. It is the one, overarching phrase that expresses who we are, what we do and why it's important for the modern watch wearers we're designing and creating for.

Feel it is a glimpse of the future of watchmaking now. We hope you enjoy it.

Matthias Breschan
Rado CEO



THE GARDEN OF TIME

COMMUNITY

Strolling through the gardens of this world, grown-ups are humbled and put into a child-like state; dwarfed by the tall ancient trees, reflected in the still water of the pond, connected to the green colours of plants, and basking in the beauty of waving grasses. One feels suddenly like skipping through the meadows on the way to a picnic. Hopping for joy through the fernery, suspended in time.

Fenced off from its surroundings for man's pleasures, the private park is a confined piece of land that cultivates nature in an urban context, hedged to become a safe haven or a public garden dedicated to the worship of nature on a small scale. Arresting the pace of time.

With its landscaped gardens, its network of meandering paths and winding stairs, its layout of garden beds and artful rock formations, its twinkling streams and waterfalls, its oversized glass jars containing palm trees and its signature public chairs for reading, this sanctuary for the senses is designed to appease and excite at the same time. Stretching time to the limit.

Used as a backdrop for multiple slow activities – such as bird watching, plant cultivation, tree hugging, forest bathing, reading and relaxing, yoga and dancing, meditating and sometimes for simply just being – the park is a gift for stressed and burned out individuals ready to crash and concentrate. Known to alleviate stress and calm blood pressure, intelligent beings such as trees and plants are vital for the survival of the human race. Time is experienced on a different plane, part of another way of life; stolen back to enjoy in a rather private and epicurean way.

Formerly a place for promenading and gossiping, parading the dog, drinking high tea and riding a bike, the park has moved from its once glamorous social role into becoming an essential healer, and therefore in future city planning, green architecture and public gardens have become the fascinating norm; from squatting old railroads, dead-end alleys and high-lines to creating totally new landscaped experiences. Reducing the stressing over time to sustainable levels, as a result.

One can feel an almost cosmic compassion for nature's primordial rhythms: flowing with the seasons, moon cycles and the slowness of composting; contemplating the eternal journey of birth, life and death. Symbolic of sensuality, the immortal garden is feminine and can be seen as an earthly paradise; a poetic and secret place to linger and dream, encountering gracious animals like peacocks, deer and horses, stimulating the mind to invent fascinating stories about the beauty and the beast.

The Hanging Gardens of Babylon – considered one of the Seven Wonders of the Ancient World – were composed with abundant terraces planted with trees, shrubs and vines, cascading and overflowing; possibly the only place where different people could come together and communicate, speaking and sharing the same horticultural language. In Ancient Egypt, gardens were organized around the Nile and housed water plants, lotus flowers and fishes, thus designing the very large ponds in decorative ways. Cultivating the papyrus plant to manufacture the first paper in human history. Their gardens would live on into eternity, included as small models inside the grave. In Greek Antiquity the grounds would sometimes be seen as the home of nymphs and oracles, a place of ceremony and sacrifice, with artifices like temples and sacred ritual altars.

In time, the garden diversified and took on multiple mantles of horticultural meaning: Zen gardens in the East with pebbles and mosses surrounding temples, otherworldly cactus parks in the West with spherical planetary shapes, and tropical botanical forests in the Southern hemisphere. The rigid and formal French garden's architecture was counterbalanced by the random, romantic and seemingly wild English garden, matched only by the elaborate Italian labyrinths of immaculate grooming.

Gardens were designed just as timepieces are: a work of precision and vision, meticulous rigour coupled with fantastic creativity. The plans would use pergolas, trellises, and water features such as fountains, waterfalls and streams, where the bridge became an important cultural symbol. The fashion for follies that overtook the gardens in the 18th century can be seen as three-dimensional illustrations, invented to make the gardens magical and surreal.

After all, the act of gardening evokes notions such as strength and nurture, but also delight, beauty and estrangement. Thus the garden has always been representative of internal turmoil and stirrings of the soul, from the philosophical garden to the sacred garden, the therapeutic garden – an intimate place to put the soul to rest.

Recently the park has begotten an ethical and social dimension as well, bringing people from all walks of life together. Experimentation is becoming a much needed addition to public parks that function like creative commons, where drum circles, butterfly hunting, natural dyeing, pruning and sprouting, as well as courses in botany and drawing, are given to the public at large.

These social engagements will only grow in the future, teaching children how essential gardening and food growing are; reminding adults how much we depend on nature's goodwill and care. Thus gardens are a unique combination of organic nature and human nature, laying bare the relationship between the botanical world and people's psyches, analysing what it means to be human. Slowing down the pulse of time.

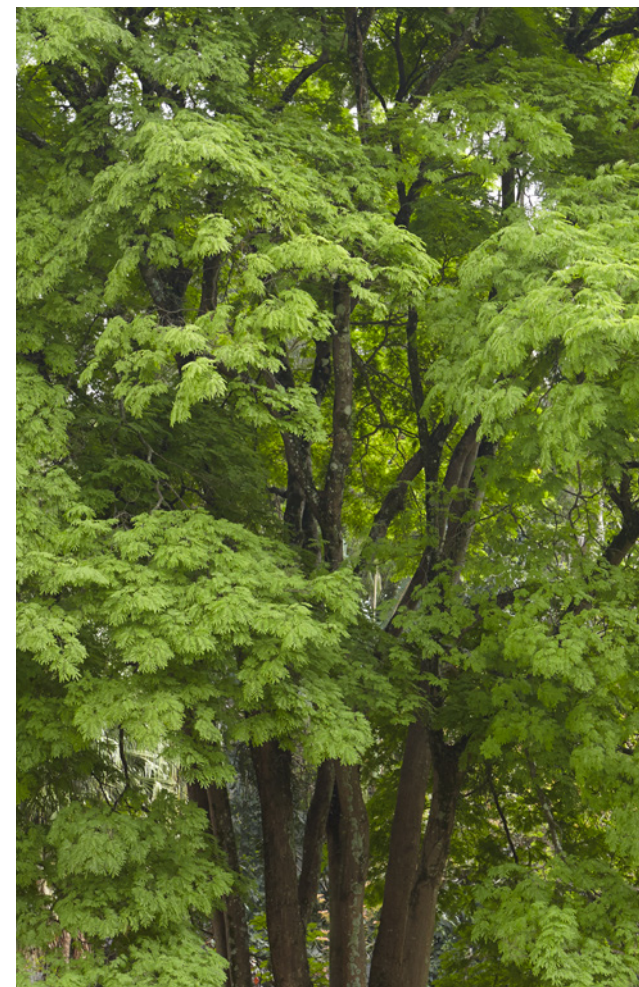
Lidewij Edelkoort
Hortus Botanicus, Amsterdam,
November 1st, 2019



For modern explorers looking for the next big thing
in watches, this is the green light
you've been waiting for!



01.763.0505.3.031
Captain Cook Automatic
42 mm



Charting new territory in vintage style.
Captain Cook is a style statement
waiting to be discovered



Striking good looks come
from the lush green and earthy
bronze tones



01.763.0504.3.131
Captain Cook Bronze Automatic
 42 mm



A flawless physique and looks that can drive
 others to distraction in bronze
 and high-tech ceramic

An enduring piece guaranteed
to stand the test of time







01.420.0006.3.091

True Thinline

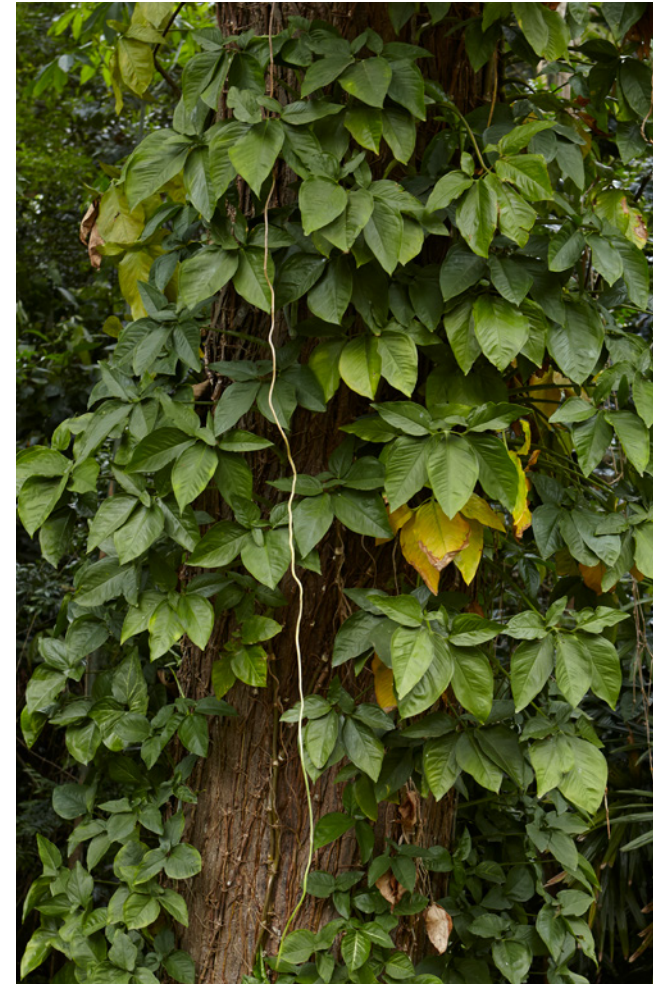
Size: 39 mm



Discover new possibilities,
new avenues for self-expression and new optimism.
Time to yourself is like a breath of fresh air



01.763.6101.3.031
Golden Horse Automatic
41.8 mm



The green dial is like a cool, refreshing pond



Our pioneering plasma high-tech ceramic
is the substance behind this versatile style





The Centrix is designed to look good for life





Our more than 30 years of experience working
with high-tech ceramic is unrivalled
and unequalled





01.763.0254.3.031
HyperChrome Automatic
 42 mm

01.580.6041.3.031
HyperChrome Automatic
 36 mm



HyperChrome is the collection that has always
 brought the impossible to life



Bold, fresh, fashion-forward



Show how precious your time
is with a watch that focuses on what time
means to you





01.734.6108.3.031
True Secret Automatic
 40 mm



Spend your time working
 or working out, centring yourself or being the centre
 of attention. It's all about you





01.763.6010.3.031
Centrix Automatic
38 mm

01.561.6011.3.031
Centrix Automatic
28 mm



Sapphire crystal adds scratch-resistant
shine to the Centrix

New warmth and energy, vibrancy
and style from the Master of Materials





PRODUCT GLOSSARY

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Captain Cook Automatic

Stainless steel, sapphire crystal, high-tech ceramic
C07 automatic movement
Water-resistant to 20 bar (200m)
Easy Clip system for strap/bracelet
42 mm



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Captain Cook Bronze Automatic

Bronze, sapphire crystal, high-tech ceramic
C07 automatic movement
Water-resistant to 30 bar (300m)
Easy Clip system for strap/bracelet
42 mm



01.763.0504.3.131

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HyperChrome Automatic

High-tech ceramic, sapphire crystal
C07 automatic movement
Water-resistant to 5 bar (50m)
42 mm



01.763.0254.3.031 01.580.6041.3.031

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True Secret Automatic

High-tech ceramic, sapphire crystal
C07 automatic movement
Water-resistant to 5 bar (50m)
40 mm



01.734.6108.3.031

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True Thinline

High-tech ceramic
Quartz movement
Water-resistant to 3 bar (30m)
Size: 39 mm



01.420.0006.3.091

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Golden Horse Automatic

Stainless steel, plasma high-tech ceramic
C07 automatic movement
Water-resistant to 5 bar (50m)
Easy Clip system for strap/bracelet
41.8 mm



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Centrix Automatic

Stainless steel, sapphire crystal, high-tech ceramic
C07 automatic movement
Water-resistant to 3 bar (30m)
38 mm / 28 mm



01.763.6010.3.031 01.561.6011.3.031

RADO CAPTAIN COOK AUTOMATIC

MADE FOR MODERN EXPLORERS

Charting new territory in vintage style, the Rado Captain Cook is a natural choice for modern explorers. With a mix of materials including high-tech ceramic and sapphire crystal, it is a style statement waiting to be discovered.

Whether you're exploring in the heat of the urban jungle or the cool of the countryside, you'll need a watch that can match you step for step and that suits your mood and your style. Luscious, glossy green appears on the dial and the bezel and is the perfect colour for modern explorers looking to answer the call of the wild.

Powered by the high quality, Swiss made C07 automatic movement, the Captain Cook has up to 80 hours of power reserve and is the reliable timekeeper you need on your adventures. Sapphire crystal protects the dial and the high-tech ceramic bezel inlay offers a high level of scratch resistance and shine for a durable and enduring look.

Personalising your style has never been so easy thanks to the new Rado Easy Clip System, which allows you to change your three-link stainless steel bracelet for a rice grain bracelet or any leather strap or Nylon Nato style strap easily and without using any tools. A quick strap change can transform your look and get you back on the road to exploration and discovery.

This Captain Cook is a bigger, bolder reinterpretation of an original model from the 1962 Rado archive. Distinctive, design-led and with a modern materials update, the new 42 mm Captain Cook is water-resistant to 30 bar (300m) and has already proved a hit with contemporary watch wearers and modern explorers.

If you're a modern explorer looking for the next big thing in watches, this is the green light you've been waiting for! You only live once so get out there and feel it!



REF. 763.6105.3.031

Movement	ETA C07.611, automatic, 25 jewels, 3 hands, red printed date at 3 o'clock, up to 80 hours power reserve
Case	polished stainless steel case stainless steel turning bezel with polished green high-tech ceramic insert with laser engraved/metallised numbers and markers polished stainless steel screw-down case back with 3 stamped seahorses polished stainless steel screw-down crown box-shaped sapphire crystal with anti-reflective coating on both sides water-resistant to 30 bar (300m)
Dial	silver to green gradient printed indexes with white Super-LumiNova® rhodium coloured moving anchor symbol with synthetic ruby backplate white printed Rado and Captain Cook logos, 300m/1,000ft
Hands	rhodium coloured with white Super-LumiNova®
Bracelet	polished and brushed stainless steel Titanium 3-fold clasp Easy Clip system
Dimensions	42.0 x 48.6 x 12.3 (WxLxH in mm)

RADO CAPTAIN COOK BRONZE AUTOMATIC

A BRONZED ADONIS

A flawless physique and looks that can drive others to distraction. The new Rado Captain Cook in bronze and high-tech ceramic lives up to its billing. This is a strong look in a muscular watch, created by combining the oldest man-made material with a modern materials marvel. This is where our passion lies, where we do our best work – and you can feel it!

The Captain Cook's striking good looks come from the lush green and earthy bronze tones. These are colours from nature that bring out the best in each other and make each other 'pop'. It's a winning combination that is designed to stand the test of time and transcend trends.

Its perfectly toned body is a combination of a bronze case, box-shaped sapphire crystal, bronze bezel with high-tech ceramic insert and a titanium case back with sapphire crystal. The dark green leather strap offers the perfect finish for such a handsome specimen.

The Captain Cook's smooth operation is balanced by its impressive stamina. Both are provided by the high-quality, Swiss made ETA C07 movement, which offers up to 80 hours of precision power before it needs to be worn or wound.

Ancient and modern, vintage and contemporary, traditional and innovative, enduring and evolving: the Rado Captain Cook Bronze is a watch of contrasts. Designed to look good for life, it is a legend in its own lifetime.

With this bronze and green beauty, you can't just see the Rado difference. You can feel it!



REF. 763.0504.3.131

Movement	ETA C07, automatic, 25 jewels, 3 hands, date at 3 o'clock, up to 80 hours power reserve
Case	brushed bronze (CuAl) case bronze (CuAl) turning bezel with polished green high-tech ceramic insert with laser engraved/metallised numbers and markers circular brushed titanium screw-down case back with 3 stamped seahorses polished bronze (CuAl) screw-down crown box-shaped sapphire crystal with anti-reflective coating on both sides water-resistant to 30 bar (300m)
Dial	green, sunray yellow applied indexes with vintage look coloured Super-LumiNova® gold coloured moving anchor symbol with synthetic ruby backplate white printed Rado and Captain Cook logos, 300m/1000ft
Hands	gold coloured with vintage look white Super-LumiNova®
Strap	green leather brushed bronze (CuAl) pin buckle Easy Clip system
Dimensions	42.0 x 48.6 x 12.5 (WxLxH in mm)

RADO TRUE THINLINE LEAF

LIKE A BREATH OF FRESH AIR

Overwhelmed, overloaded, under pressure. The stress and strain of our modern lives can take its toll. What we need is the time and space to breathe.

Being outdoors among the wonder of nature is the perfect antidote to our hectic urban lives, but it's not always easy. That's why we've created the True Thinline Leaf: so you'll always be able to spend time connecting with nature — wherever you are.

The True Thinline Leaf embraces natural mother-of-pearl and smooth, light, high-tech ceramic for a slim, durable and enduring watch that will make you want to create time for yourself. It's a reassuring presence on your wrist that will help you find the freedom of time and space just as it will help you stay connected to reality.

With time on your side, feel yourself transported to an amazing outdoor world, surrounded by leafy undergrowth, oxygen-giving greenery and soft, lush grass and moss. Experience the feeling of freshness and energy as you breathe in deeply. Let the warmth of the ceramic and the cool of the colour wash over you.

As you disconnect, take a break from your smart devices and bring everything back to your breathing, you'll start to regain focus. Focus helps to bring new inspiration, new creativity and a renewed sense of fulfilment.

With the True Thinline Leaf, you'll discover new possibilities, new avenues for self-expression and new optimism. Time to yourself is like a breath of fresh air. Breathe in: You can feel it!



REF. 420.0006.3.091

Movement	ETA 282.002, quartz, 13 jewels, 2 hands
Case	polished green high-tech ceramic case, monobloc construction sandblasted titanium case back yellow gold coloured PVD coated stainless steel crown curved sapphire crystal with anti-reflective coating on both sides water-resistant to 3 bar (30m)
Dial	green mother-of-pearl, leaf structure printed on the back
Hands	yellow gold coloured
Bracelet	3-row polished green high-tech ceramic titanium 3-fold clasp
Metallisation	yellow gold coloured indexes Swiss made and Rado logos
Dimensions	39.0 x 43.3 x 5.0 (WxLxH in mm)

RADO GOLDEN HORSE AUTOMATIC

THE ESSENTIAL ELEMENTS OF VERSATILE STYLE

"We need colour to live. It's an element as necessary as water and fire." So said legendary architect and colour theorist Le Corbusier. The Rado Golden Horse Automatic combines all three of these essential elements for an enduring piece that is guaranteed to stand the test of time.

The green dial is like a cool, refreshing pond or the dew on the grass in a garden on an autumn morning. The fire is represented by the bezel in polished plasma high-tech ceramic. Made by treating finished high-tech ceramic pieces in a special oven where a plasma column heats to 20,000°C, this pioneering process creates super scratch-resistant pieces with a warm metallic glow that will never fade.

It's a contrast to the cool look and feel of the stainless steel case. It's a two-tone colour combination that is typically Rado.

The Golden Horse Automatic was inspired by the very first collection presented under the Rado name in 1957. It was an early demonstration of our leadership in presenting watches as personal style statements and, more than 60 years later is a demonstration in versatility. Thanks to our Easy Clip system, the three-link stainless steel bracelet can be changed quickly and easily with no need for tools.

Combining the three elements Le Corbusier identified as essential to life and the three elements – design, materials and technology – that are signature Rado, the Golden Horse Automatic combines the past, present and future of Rado. You can feel it!



REF. 763.6101.3.031

Movement	ETA C07.611, automatic, 25 jewels, 3 hands, red printed date at 3 o'clock, up to 80 hours power reserve
Case	polished and brushed stainless steel case polished plasma high-tech ceramic bezel with engraved markers polished stainless steel crown with an anchor and surrounded with red lacquer titanium case back with sapphire crystal box-shaped sapphire crystal with anti-reflective coating on both sides water-resistant to 5 bar (50m)
Dial	green, rhodium coloured applied indexes rhodium coloured moving anchor symbol with red background silver coloured printed Rado logo
Hands	rhodium coloured, dauphine shape rhodium coloured second hand with red Super-LumiNova®
Bracelet	3-row polished and brushed stainless steel titanium 3-fold clasp with stainless steel cover EasyClip system
Dimensions	42.0 x 49.4 x 10.4 (WxLxH in mm)

RADO HYPERCHROME AUTOMATIC

BELIEVE THE HYPE

HyperChrome. The name conjures up futuristic images of fluid design and sleek, smooth surfaces. Rightly so. A key element of the Rado collection since 2012, the HyperChrome helped us present these qualities in high-tech ceramic for the first time. It is the collection that has always brought the impossible to life. On the surface, these two new models for 2020 are wearable, versatile, day to evening watches guaranteed to fit every outfit and add a hint of warm, olive green to the mix.

We'd invite you to scratch the surface to take a look at what's underneath, but it's practically impossible! The modern, scratch-resistant magic of our pioneering plasma high-tech ceramic is the substance behind this versatile style. The unique warm metallic look of the HyperChrome is steeped in science. The pure zirconium oxide powder used to create our high quality, high-tech ceramic watches is injection moulded and sintered into its final shape, size and hardness.

The pieces are then placed in the plasma oven where a special column heats to 20,000°C, releasing gases at low pressure. These permeate the ceramic and change the molecular composition of its surface from zirconium oxide to zirconium carbide.

The real magic? None of the ceramic's essential properties are affected. It remains smooth, light and extremely scratch-resistant but has a new, unrivalled warm metallic sheen. It will never fade as the glow is part of the material. Simply put, it's modern alchemy.

Another key component of plasma high-tech ceramic is its warmth. The warm grey metallic colour is unique, the heat required to create it is astounding, and the warmth as it adapts quickly to skin temperature is something you can really feel.

It is unrivalled, unequalled and almost unbelievable. Not only can you see this amazing transformation – you can feel it! This is HyperChrome for 2020 and you should definitely believe the hype.



REF. 763.0254.3.031

REF. 580.6041.3.031

Movement	ETA C07, automatic, 25 jewels, 3 hands, date at 3 o'clock, up to 80 hours power reserve, black oscillating rotor, decorated movement
Case	polished plasma high-tech ceramic case, monobloc construction polished stainless steel side inserts with hardening treatment titanium case back with sapphire crystal polished stainless steel crown curved sapphire crystal with anti-reflective coating on both sides water-resistant to 5 bar (50m)
Dial	green, rhodium coloured applied indexes rhodium coloured moving anchor symbol silver coloured printed Rado and automatic logos
Hands	rhodium coloured, dauphine shape
Bracelet	3-row polished plasma high-tech ceramic titanium 3 fold clasp with high-tech ceramic pushers
Dimensions	42.0 x 47.8 x 10.2 (WxLxH in mm)
Ref. 580.6041.3.031, as above but:	
Movement	ETA 2681, automatic, 25 jewels, 3 hands, date at 3 o'clock, 38-hour power reserve
Dimensions	36.0 x 41.9 x 10.4 (WxLxH in mm)

RADO TRUE SECRET AUTOMATIC

ALWAYS TRUE

Nothing on Earth is as precious as time. What better way to show how precious your time is than with a watch that focuses on what time means to you. Always visible, always in focus, always True.

The secret to the new 40 mm Rado True Secret is in the cut out dial section at 12 o'clock. Offering a perfect view of the balance wheel, it both reveals and conceals, highlighting the importance of time to the individual wearer.

The jewel tone of the beautiful dial combines perfectly with the unique warm metallic glow of our pioneering plasma ceramic. Beyond colours, the watch uses light, scratch-resistant high-tech ceramic and sapphire crystal to elevate this precious piece to a place in your heart.

This latest addition to our True collection represents Rado style and design substance: Quality Swiss made automatic movement with extended 80-hour power reserve, monobloc case construction for lightness, full plasma high-tech ceramic case and bracelet for superior wearer comfort, design focused dial and hands for a truly unique look.

Whether you prefer to spend your time working or working out, switching off or stepping up, centring yourself or being the centre of attention, this new watch is all about you - and that's precious. You can feel it!



REF. 734.6108.3.031

Movement	ETA C07, automatic, 25 jewels, 3 hands, up to 80 hours power reserve
Case	polished plasma high-tech ceramic case, monobloc construction sandblasted titanium case back with sapphire crystal polished plasma high-tech ceramic crown curved sapphire crystal with anti-reflective coating water-resistant to 5 bar (50m)
Dial	light green to dark green gradient silver coloured printed Rado logo
Hands	rhodium coloured with black matt veneer rhodium coloured second hand
Bracelet	polished plasma high-tech ceramic titanium 3-fold clasp
Dimensions	40.0 x 47.3 x 10.4 (WxLxH in mm)

ABOUT LIDEWIJ EDELKOORT, TREND UNION

Lidewij Edelkoort is one of the world's most famous trend forecasters. With Trend Union, her Paris-based company with offices in New York and Tokyo, Edelkoort creates trend books two or more years in advance that are used by strategists and designers at international brands. In 2015 Lidewij Edelkoort was named Dean of Hybrid Design Studies at the New School's Parsons School of Design in New York, where she in parallel initiated the very first New York Textile Month.

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DISCOVER THE COLLECTION AT [RADO.COM](https://www.rado.com)

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MASTER OF MATERIALS

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