**M.A.D.EDITIONS**

**Meet the M.A.D.1S - Slimmer, Single cylinder, and Swiss made movement**

Maximilian Büsser and the MB&F team debut the fifth edition in the M.A.D.Editions story at Geneva Watch Days, continuing to craft more accessible timepieces that nod to the thrill of the mechanical art universe: introducing the M.A.D.1S.

If watches had a voice, Maximilian Büsser’s M.A.D.Editions would say this: Thank You. Thanks to the friends who have supported the world of MB&F; thank you to those who turned the initial sketches into something tangible on the wrist; thanks to the collectors who have followed this universe since the beginning or those who have entrusted their faith along the way. A thank you to anyone curious about what MB&F strives to create. This journey of gratitude led to the creation of the M.A.D.1, a watch that gives back to the MB&F community, with a timepiece that prioritises creativity at an accessible price point.

**Crafting a story**

Since June 2021, M.A.D Editions has developed the identity of the M.A.D.1 across four models. What began with the M.A.D.1 Blue, initially created just for MB&F’s community of suppliers and collectors, was met with an unprecedented demand that the brand could never anticipate. They soon decided that the vote of thanks shouldn’t just stop there. If M.A.D.Editions were going to create a watch that not only represents the eccentric world of mechanical art, but a watch that would be obtainable for more wrists, then the story needed to be shared with the world.

Four iterations of the M.A.D.1 later, the family of watches continues to grow. With the anticipated future of its successor, the M.A.D.2 on the horizon, the story of the M.A.D.1 doesn’t just stop here, however. Three years on, and coinciding with Geneva Watch Days 2024, the M.A.D.1S joins the collection. You’ll notice the addition of the letter S, which isn’t just for the sake of generating another reference number, but a slimmer, single cylinder, and Swiss made movement offering.

Debuting its first ever Swiss made movement in the series, the M.A.D.1S now plays host to an automatic La Joux-Perret G101 movement, beating at a frequency of 28,800 bph/4 Hz with a power reserve of 68 hours. Housed in a Stainless Steel 316L case, at 42mm x 15mm, it showcases an alternative movement proposition in the line-up. Rather than repeat the story of its predecessors, the M.A.D.1S offers something different, turning the page on a new chapter.

**Turning a new page: the M.A.D.1S**

When Maximilian Büsser set out to create the first M.A.D.1, the challenge was a tough one: to create a product that welcomes the same spirit of creativity as an MB&F machine, but under a separate brand. And all the while confronting the task of an approachable price point. Challenge accepted. But the first hurdle?

No in-house movement would match the desired price. The search led the team far and wide to find a movement that would embody the spirit of the M.A.D.1: its crux, the rapid spinning of the rotor, provoked by the flick of the wrist. While bidirectional movements were in their plenty (offering slower rotations), no such mechanism for a Swiss made movement with unidirectional

winding existed at the time of the M.A.D.1 inception, within the desired price bracket. And after all, what would the madness of these watches be without their spinning enchantments? Thus, Büsser and the team opted to bring the spinning illusions to reality by modifying a dependable Japanese Miyota 821A movement, granting the unidirectional winding needed to achieve the feat.

Until now: the M.A.D.1S now plays host to an all new movement. Call it variation on a theme, this diversified timepiece continues to write the story of this unexpected horological phenomenon, now with an all-new interior.

With around 6000 wrists bearing ownership of a M.A.D.Edition to date, the M.A.D.1S welcomes the next community of collectors and culturally-curious wrists with a more streamlined presence, in part thanks to the new Swiss made movement. The reduced height of 15mm – 20% slimmer than previous M.A.D.1 editions – is also obtained thanks to the single cylinder display (previous editions featured two cylinders, one for hours, one for minutes).

To complete the evolution, the slimmer movement and case size are matched with re-worked lugs for a sleeker fit, along with a modified rotor that offers further transparency to the movement.

Hailing back to the foundations of the M.A.D.1 and the spirit of giving back to a cherished community, the M.A.D.1S follows suit with the launch of its colourways. The M.A.D.1S will be available to ‘Friends’ (suppliers) and ‘Tribe’ members (MB&F collectors) in a limited series with bespoke purple accents on the dial. To the public, who have continued to champion the M.A.D.Editions in their numerous variations, the M.A.D.1S will debut with ice-blue accents.

**Discover the tale**

At the heart of M.A.D.Editions, Maximilian Büsser has set out to bring his sense of wonder to watchmaking, while eradicating as many obstacles as possible from price point to accessibility. Averse to prolonged waiting lists and countless queues, the team behind M.A.D.Editions have created a raffle system to allow for as fair distribution to the public as possible.

Open for several days, the raffle allows ample time for entrants to register, while removing as best as possible multiple registrants and bots, to ensure as fair a result as possible. The random draw is taken under the supervision of a bailiff. The M.A.D.1S raffle will open at the end of August, just before the Geneva Watch Days.

**M.A.D.1S**

**Technical Specifications**

**Movement**

Manufacture La Joux-Perret Movement: G101

Height: 4.45mm

Line diameter: 11 ½’’

Balance/Frequency: 4Hz / 28’800 bph

Jewels: 24

Power reserve: 68 hours

Automatic winding (unidirectional)

**Case**

Stainless steel 316L

Dimensions: diameter 42mm x height 15mm

Water resistance: 30m / 3ATM / 90 feet

Mineral glass and sapphire crystal treated with anti-reflective coating on both faces

**Strap & buckle**

Leather strap with stainless steel folding buckle

**M.A.D EDITIONS - THE STORY UNTIL NOW**

The story of the M.A.D.Editions began as a spontaneous one. In June 2021, MB&F founder Maximilian Büsser shared a watch with his community of suppliers and collectors on email, with the attachment detailing a handful of images of a watch. There was no launch, no announcement, no press rallying. But what followed saw an unprecedented momentum beyond the select email recipients to see this watch, the first edition of the M.A.D.1, be brought further to life to the public.

To this day, and in the spirit of fairness, accessibility to all M.A.D.Editions are sanctioned by audience: to the ‘Friends’ (suppliers) of the brand who have supported Maximilian Büsser’s endeavours since 2005, involved in the creation of timepieces, and the ‘Tribe,’ for those in ownership of MB&F’s Horological and Legacy Machines, granted permanent access to future M.A.D.Editions, acknowledging its adopters both old and new.

But the M.A.D.1 Blue, the “Friend and Tribe Edition” garnered traction beyond any expectation. Due to popular demand, less than a year later, in March 2022, the M.A.D.1 RED became the first M.A.D.1 available to the public, modified with unique features including a slimmer bezel and round winding crown. With a production of 1,500 pieces, the raffle strategy was inaugurated for supporters to enter, with the opportunity to win the rights to purchase a watch. With a staggering 19,000 entrants, winners were selected at random and watches were delivered that year, in keeping with Büsser’s goal to reduce wait times and the process from purchase, to wearing on the wrist. As the final distribution of M.A.D.1 REDs made their way to new owners, Büsser and the MB&F team were awarded the Challenge Prize at the esteemed Grand Prix d’Horlogerie de Genève (GPHG), for the best watch under 3500 CHF that year.

With no sign of waning appetite, MB&F manufactured a second batch of 1,500 M.A.D.1 REDs in February 2023, via the same raffle process, which saw an increase in entrants up to 22,000. Putting a precedent on affordability and to support the desire amongst fans to own a M.A.D.1, the team later produced a further 1,500 models in September 2023, the M.A.D.1 GREEN, this time in another accented colourway.

The M.A.D.Editions continue to speak to Büsser’s watchmaking lens: playful, thought-provoking timepieces that question the boundless limits of horology as a form of art. Paying tribute to this, Büsser welcomed the first collaborator to the series in March 2024, with the inimitable French artist and designer, Jean-Charles de Castelbajac, regarded for his playful fusions of colour, in a limited edition run of 999 pieces.

From the early ideation many years ago, to the first execution in 2021, through to the novel launch of the reconfigured M.A.D.1S today, M.A.D Editions continues to welcomes you along a journey in celebrating the M.A.D.ness that informs the world of watchmaking – and all from your very wrist.