

UnconstrainedTime Company:

UnconstrainedTime creates small, numbered quantities of wearable sculptures that unite fine art with horology.

Summary:

UnconstrainedTime, a British microbrand launching in 2025, is creating a new category in luxury watches by approaching timepieces as fine art rather than traditional watchmaking.

We create small, numbered quantities of wearable sculptures that combine millennia of horological tradition with contemporary artistic vision. Each piece includes the creator's signature, offering watch collectors the opportunity to own genuine artistic expression at entry-level luxury prices.

Unlike other artistic watches that simply decorate conventional designs, our entire timepiece is conceived as a unified artistic statement – making us the first brand to truly unite the worlds of fine art and horology.

We're bringing fine art out of galleries and onto your wrist.

For more information, visit <https://unconstrainedtime.com/>

Details:

Attribution Titles for Media Mentions:

Preferred Attribution Title:

UnconstrainedTime creates small, numbered quantities of wearable sculptures that unite fine art with horology.

Short/alternative Attribution Title:

UnconstrainedTime: unique artistic watches.

Main Talking Points:

- Each of our watches is conceived and developed as a unified artistic vision by a single creator (rather than being some art added to an unrelated conventional watch design). Our watches' alignment with the definition of "art", is far greater than that of any other watch brand we are aware of.
- Our unique simple 12-point time-display, based on ancient horology, facilitates our artistic focus.
- We're a fine art project unified with a fundamental principle of horology. Aspects of fine art include inspiring others and reaching towards higher ideals:
 - So we're open to creativity from anyone, welcoming collaborations and creative ideas to expand our range of wrist-worm sculptures.
 - So we chose to do the opposite of other watch brands who patent everything they can in order to limit others . . . we make our unique time-display easy for anyone to use in their projects. We choose a win/win philosophy, facilitating and inspiring creativity and artistic exploration, pointing to higher ideals in our actions as well as our words, for the ongoing benefit of all.

For more detail on each of the above, and additional items, see [more talking points](#).