



**STROM**  
SWISS TIMEPIECES & JEWELLERY



In Memoriam HR Giger  
[Images HD](#)

**STROM PRESTIGE SWISS  
TIMEPIECES AG**  
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## In Memoriam HR Giger

### When biomechanoid creatures land on Planet Agonium

Daniel Strom is passionate about a lot of things. Motorbikes, fine engineering, myths and legends... as well as art, painting and sculpture. He is particularly sensitive to works by HR Giger, whom we have to thank for the space creature in the first Alien movie by Ridley Scott in 1979, and for which the Swiss artist won an Oscar in 1980 in the “Best Visual Effects” category.

Years after this legendary movie was launched, a client and fan of the world of Agonium, who happened to be a friend of this master of the incredible, presented Daniel with a chance to meet HR Giger. “This person invited me to his home in Zurich in the most natural possible way” the watchmaker remembers. “When I showed him my Agonium and said I would like to create a watch with him, he accepted immediately.”

### From one legendary work to another

The idea was initially to produce a dial inspired by one of HR Giger’s best-known works: his 1973 “ELP II” canvas (work no.217), painted with an airbrush in a single night. “For me, this highly sensual feminine mouth on a skull is the perfect embodiment of transience, the ephemeral nature of existence” explains Daniel. “Unfortunately, I never had a chance to admire the original work that was stolen in 2005 and never returned to its rightful owner despite the presence of tangible clues. But that didn’t prevent us from reproducing the work on the dial, and above all, from recreating its fascinating 3D relief, thanks to a cunning blend of 3D technology and craftsmanship.”

Once the dial was made in molten silver, blackened and hand-polished, the artist and watchmaker decided to take things to the next level and also create an Agonium case embodying Giger’s incredible universe.

It is here, as if it were the most natural thing in the world, that we find the famous elongated skulls of the biomechanoid sculpture displayed at the entrance to the HR Giger Museum in Gruyères, Switzerland. Emerging from the material, four gleaming heads of this Cyborg creature extend from the lugs, while its body parts are etched into the case middle in a set of perfectly executed structures. All, of course, produced by hand, as is the strap buckle also inspired by the emblematic biomechanical world of the works of HR Giger.



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## Tribute to a friend

Deeply saddened by HR Giger's death in 2014, Daniel Strom waited three years before presenting the public with this jointly produced watch, which was also one of the final projects on which the artist worked. In tribute to the man who became his friend, Daniel named it "In Memoriam HR Giger".

A veritable sculpture incorporating a blend of art and craftsmanship and limited to just 99 examples, the watch appears to have several lives, revealing different faces depending on the light and angle from which it is viewed. A disquieting maelstrom of evocations which appear to emanate directly from the depths of our subconscious and that we recognise in most works by the great genius that characterised Swiss artist, HR Giger.

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BECOME A SHAREHOLDER

## Crowdfunding

or how to increase share capital through authentic brand aficionados

Developing its distribution, products, visibility. The Strom family has no shortage of projects. While it has been self-financing since its foundation in 2001, today the company has bigger dreams and is seeking to conquer new territory. A desire in line with its ambitions, given that in just a few months, CHF 700,000 has already been collected from various clients and friends to finance its development.

To achieve the CHF 2 million target it has set as its objective, today the company is launching a fundraising drive in the form of crowdfunding. The idea? To enable fans of the brand, bikers and Swiss watchmaking enthusiasts to acquire shares in the company through different share blocks offered from just CHF 1,000.

Depending on the amounts invested, other advantages extending well beyond the traditional discounts on the watches are offered, such as the option of testing new products, contributing one's own creative ideas and taking part in events with the brand. Because over and above financial partners, the Maison Strom is primarily seeking authentic devotees, each with a desire to become a brand ambassador in their own particular way.

For details regarding the different ways of becoming a shareholder, please visit [www.stromwatch.ch](http://www.stromwatch.ch).

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**Surname : Strom | First name : Daniel**

**Distinguishing features : watchmaker,  
designer and philosopher**



Strom. The name of a well-known line of Swiss watchmakers, as well as the brand founded in 2001 by Daniel, representing the second generation. Five letters that have become a symbol of a form of watchmaking rooted in a truly epicurean attitude to life, which involves seeking to live time to the full, rather than merely controlling it.

A watch that is not intended to express a certain social status, but much more a certain view of life, of what one truly is. And only secondarily to tell the time.

While Strom is in total control of every aspect, the main aim is to be able to create unreservedly. And it is precisely so as to grasp this total freedom that Daniel Strom left the comfortable upper reaches of an internationally renowned brand to found Strom Prestige Swiss Timepieces – the brand's full name – in 2001.

### The watch, reflection of desires and passions

Initially, prior to presenting Cruizer, his first collection in 2004, the young family business used its knowhow to serve the needs of other brands through private label developments. A motorbike enthusiast, for this first opus, Daniel Strom was inspired by the world of motorsports, which feature materials previously unused in watchmaking, such as carbon. His passion for unexpected material did not stop there, and even less so his desire to make the watch the reflection of our deepest aspirations.

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## A mysterious object of desire somewhere between watchmaking and silversmithing

It was against this background that in 2010 he presented a new creation unlike any other: Agonium. An interaction between watchmaking and silversmithing, the watch became a sculpture, a veritable work of art on the wrist. It took no less than five years for this new collection to become exactly the stuff of Strom's dreams: a symbol of our limitations, embodied by skulls etched into the material with rare virtuosity.

Angels, dragons and other myths laden with symbolism subsequently come to life in such inalterable materials as gold or platinum, except in some instances where these sculptures are made from materials doomed to oxidise or even rust, as a means of reminding us of the ephemeral nature of existence – and inviting us to live every moment to the full!

The next few years saw the appearance of rings, cufflinks, necklaces, belt buckles and glasses, all different interpretations of the Agonium universe – produced using traditional methods in Switzerland, like all Strom timepieces.

In 2017, the brand is presenting the In Memoriam HR Giger watch – the final project by the late Academy Award-winning Swiss artist, HR Giger, to whom we owe the monster in Ridley Scott's 1979 film, Alien.

In this sixth opus in the Agonium collection, the famous elongated skulls of the biomechanoid creature created by this master of the incredible meet the world of the watchmaker philosopher, as a way of stimulating the imagination just a little more.

## Authentic and individual

Today, as yesterday, the brand continues to leverage the watch as a vast area of expression, an object of time that reflects a certain art de vivre, a philosophy, a reflection of our intimate questioning. Ideas that are often quirky but always authentic. Thus, each piece can be personalised to suit the wishes of its lucky owner. Because, much more than just a brand, Strom is first and foremost an authentic watchmaking workshop. A pleasant place where the entire family works together in the creative process, including Rosanna and Alexia, Daniel's wife and daughter, who work behind the scenes, while Loris, his son, breathes new life into the Cruizer collection, for which he is undoubtedly the best ambassador.

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