MAKINA ANDRAS_I

Introduction

Rectangular watches are almost always dress watches. Not only did we want our first rectangular timepiece to be masculine and sporty, we wanted to give the category something different, bold and understated when we officially launched Makina Andras_I on September 16, 2023.

What we aim to achieve with Andras_I is only one part of our long term mission in making a societal impact in the Philippines. The challenge is that Filipinos do not believe in their own products and that they should be made cheaper by default compared to products from other countries. And that is because the Philippines is an underdog when it comes to design and quality products. We want to change this and build confidence in what it means to be "Filipino-made" by developing quality designs rarely seen from the Philippines. Although the target is Filipinos, our strategy is to build timepieces that could attract international watch fans in the niche world of microbrands, branded with a strong Filipino name (“Makina” means machine in Tagalog). Because if other countries like a product, then Filipinos will too - a mindset that some Filipinos share. We want to help inspire even more Filipinos to design products of the same caliber or higher in the Philippines.

Dial

The multi-layered, 3-dimensional symmetry found in Andras_I's dial is a design signature of Makina. The middle layer displays minute and hour markers that are made up of hand polished metallic indices which mirror the shape of its sword-like hands, painted blue for higher legibility under all lighting environments. The bottom layer is carved inwards making room for the seconds markers displayed in an oval racetrack. The dial's round shapes in contrast with the case's angular shapes bring an element of unpredictability to its design.

Case

Beyond a contemporary approach, we wanted a case design that looks captivating from all angles hence the angular shapes that make up its multifaceted design, finished with a combination of hand brushed and polished finishings. The edges are crisp and well defined without compromising comfort.

Wearability

It is a rectangular timepiece by category but we purposefully gave it an octagonal shape allowing the case to taper around a larger, circular movement helping to keep it down to wearable dimensions for the average male wrist. It measures at 33mm wide, 44mm lug to lug, and only 10.5mm thick.

Others

Like all of our watches, the back is uniquely flat for higher comfort and displays the movement in Makina's signature gold color (color of the brand). The silicone strap is thick, muscular and with depth echoing Andras_I's chiseled case and dial.

Thank you.