



## Schofield introduces the Telemark, new member of the Markers range

January 2018

December 2017 saw the release of a new watch from Schofield Watch Company which could almost have slipped under the radar, a new member of the Markers range, originally pioneered by the Daymark. The Daymark, released earlier in 2017, is easily recognised for its classic Schofield styling and specifically the vapour-blasted stainless steel case, oversized hands and engraved crown which are all features shared by the new Telemark. Despite having features in common with previous watches the Telemark stands alone as a bold addition to the Markers collection. It is Schofield's first white dialled watch, Schofield's first fully numerated dial and even Schofield's first design to be inspired by a coastline outside of the British Isles. Therefore this represents a significant new direction for the company whilst maintaining qualities that have earned Schofield Watch Company its reputation within the watch industry: integrity, creativity, innovation and a strong narrative.



The Telemark draws on various sources of inspiration including the Daymark and the 1965 film, 'The Heroes of Telemark'. Schofield's founder, Giles Ellis describes it best in his own words; "The Telemark is a little off-piste, a watch initially inspired by a film, 'The Heroes of Telemark' is often cited as being the best dressed men's film of all time and this fact set the Telemark's course as being both sartorial and elegant but also functional - as if lives depend on it. Clarity in all light conditions, rugged architecture and a refined finish. The design contains many little nods to the film whilst maintaining Schofield's overall aesthetic and geometry. Overall I'm proud to say that this watch has exceeded my own expectations and it's among the finest pieces I've designed to date".

The Telemark case is precision machined, vapour-blast stainless steel with a unibody construction thereby using the best of German engineering to realise a very English watchmaker's design. The iconic Schofield case shape is bold and austere but there is detail here too, like the small notch under the crown for your nail and the crystal set below the lip of the bezel. The double O-ring crown is engraved with a lighthouse symbol and the extravagant laser-engraved image of Jomfruland lighthouse dominates the case-back. At 24mm between the lugs this watch will take any straps manufactured by Schofield, meaning that the overall aesthetic can be personalised by the individual wearer with ease.

The dial of this watch has a typical Schofield aesthetic but unusually it is asymmetrical with the date marker at 4:30 surrounded by the Unicode symbol for a lighthouse or a naval contact mine depending on the point of view. The hour markers in the chapter ring are black anodised appliqué's filled with Super-LumiNova C5 adding subtle colour to an overall monochromatic design. The word 'Schofield' replaces the nine minute marks on the chapter ring, 'Telemark' appears at 9 o'clock on the dial but probably more striking than both of these and a first for Schofield is the fully numerated dial reminiscent of Bauhaus design and even AEG industrial clocks.

The Telemark's hands are oversized making them perfect for visibility in all conditions. The tips of which are filled with Super-LumiNova C3 giving them a subtly different tone to the appliqué's. The second hand tapers at either end and the counterpoise is filled with lume which provides a visual contrast to the other end which is pink.

Everything about this watch has to meet the designer's exacting standards - the choice of movement, materials and finishes, the intricate details of design, the engineering, mechanics and its very function - a watch to tell the time with is supported by the highest levels of expertise in watchmaking and component manufacture from England to Germany and Switzerland. The Telemark represents the international scope of this quintessentially English company.

## ABOUT SCHOFIELD

Schofield Watch Company is a brand known for its luxury watches based in Sussex and England. British watchmakers are few and far between but at the forefront of this growing industry stands Giles Ellis with his own particular view on luxury. Whether it be the clean white dialled watch, the Telemark, or its rather craggier brother, the Daymark, the Beaters in all their colours and numerous limited editions that have long since sold, Schofield is meticulous in their design and manufacture. This has built a loyal following for Schofield watches and straps across the globe. From its early days Schofield has been inspired by the sea and, ours being an island nation, the British connection to it. So, for modern treasure, rare things and a narrative which runs through every watch, strap and buckle, visit Schofield HQ to find out more.

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## TELEMARK DETAILS

- Fully numerated submarine dial
- The word 'Schofield' replaces 9 minute marks on the chapter ring
- The hour markers in the chapter ring are black anodised appliquéés filled with Super-LumiNova C5
- Date disk reprinted for horizontal readability at 4:30
- All the parts of the hands and the windows line up when overlapping
- The second hand tapers towards the tip and the counterpoise
- The second hand counterpoise is filled with lume
- The case has a nail rebate for pulling out the crown
- The crown also has a groove for your nails to grip to pull out
- The case has a slight radius on the outer edge of the bezel
- The box is Osmo ash, the queen of English timbers
- Case – Vapour-blasted stainless steel
- Dimensions – 44mm diameter base, 42mm bezel, 15.1mm high
- Weight – 134 grams with strap
- Colour – Silver
- Crown – Push in, machine finish stainless steel, engraved
- Dial – White, luminescent applied markers Super-LumiNova C5
- Hands – Laddered baton, Super-LumiNova C3
- Movement – ETA 2824-2
- Power reserve – 38 hours
- Functions – Hours, minutes and seconds and date
- Case back – Stainless steel, engraved with Jomfruland lighthouse
- Crystal – Sapphire
- Water resistance – 200m
- Strap – Your choice
- Strap bars – Stainless, vapour-blasted
- Buckle – Brushed stainless steel, engraved
- Serialisation – Sequential numbering
- Warranty – 2 years
- Box – Osmo ash