



mySPECIAL

## Time trumps money

by vanderful, posted March 18th 2014 09:00 AM

Being able to cook well, to expand your horizons with charitable work, to have a fulfilling partnership or to be politically informed. Whether day-to-day things or something of great import, they all have one in common: They cannot be bought.

The aim is to add a new dimension to the beautiful and the valuable. Above all, striving for time. Free from being forced to make a decision about what to do with your time is perhaps the most valuable of all things that a person can possess.

Time to be productive, time to travel and time to relax. Time has many facets. Roger W Smith measures and sells time – with the very highest quality. He produces truly unique watches at his small studio on the Isle of Man. Using the finest craftsmanship, he fits the almost innumerable, tiny springs and gears to create the complex mechanisms which will drive his highly-precise watches for generations when well-cared for. With the help of his seven employees, he creates a grand total of ten watches per year. Every single piece is unique. Manufactured by a true master of his craft.



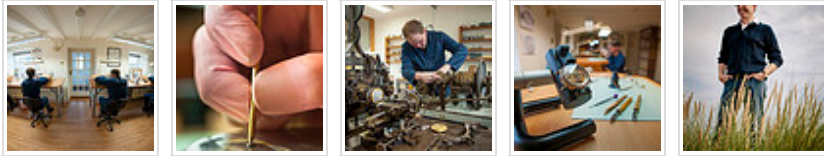
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Roger's profession became clear at an early age. He was born in Bolton near Manchester in 1970. His school grades were not particularly good. His true talent always lay in practical things. At his father's suggestion he enrolled in the Manchester School of Horology at the age of 16, a renowned school for future watchmakers. This was the beginning of a great passion. Roger passed out top of his class.

During his time there, he met Dr. George Daniels, already a living legend among watchmakers. In

the course of his life, Dr. Daniels only completed 37 pocket watches and a number of wristwatches. One of these was auctioned off by the English auction house, Sotheby's, at the end of 2012 for 1.7 million euros. Dr. Daniels invited the young Roger to his workshop on the Isle of Man. Upon his death Daniels bequeathed to Smith his entire workshop, which was used to create the Daniels watches.

Since then, Roger has manufactured classic English watches with the traditional English style. The watches are not small and flat, but rather heavy and massive. The hands move slowly, making the watches highly robust. In times of unchecked mass production, Roger aims to retain and pass on the special skills of the watchmaker's craft. His efforts were even recognized personally by the Queen in 2010.



Roger describes his customers as "self-made people" with little time but who wish to reward their hard work with something special. Roger also accepts commission work for them. In one case he took three entire years to complete the desired watch. For its owner, it is now far more than an expensive piece of jewelry or a practical accessory. It is something unique, which only he owns. Just like the time, which belongs only to him.

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