

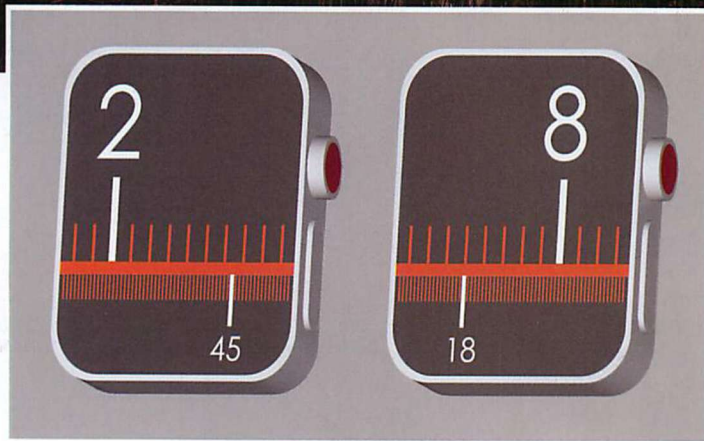
ARCHITECTURE
JOYCE OWENS





Joyce Owens of Architecture Joyce Owens LLC (AJO) was inspired by a city skyline when creating her charette for a watch face. Traditional watch needles have been replaced with vertical lines mimicking both the rhythm of an urban landscape as well as the ebb and flow of passing time.

Exemplifying AJO's modern minimalist design, the watch face was executed as a smart watch as opposed to a more traditional timepiece. "We wanted the choice to reflect a commitment to reduce our dependence on material choices and increase our interests and pursuits in design and technology," notes Joyce. Similarly, AJO's color branding is reflected in the default setting of the smart watch design, which allows for individual color preferences as well.



A long history of debate surrounds the question of whether time is linear or cyclical and rhythmic. "Time echoes the skyline; the minutes and hours undulate, reflecting the skyline as one moves through/past the city. Simple functional

numerals identify the hours and minutes. In our fast world, visual ease is a welcome design feature," explains Joyce. With its sleek lines and unobtrusive interface AJO's design captures timeless elegance.

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