



Nivada
Grenchen

— Since 1926 —



Antarctic

Spider Salmon Dial



Nivada Grenchen's Antarctic Spider faithfully revives one of the most original models the Swiss watch brand produced from 1963 through to the 1970s. The dial's aesthetic was truly audacious for the time – unprecedented, even. A touch eccentric, it never failed to surprise – and captivate – when spotted on a wrist. The new version presented today ably carries the torch with a beautiful spider dial in a sunburst salmon finish. The 'in vogue' salmon dial is back at Nivada Grenchen! Subtle and light, the soft hue chosen the Antarctic Spider that catches the light beautifully. A yin and yang of silver satin-brushed steel and pastel salmon.



Too beautiful for a limited edition

In the past there were several different versions of the Antarctic Spider in the catalog. First marketed in 2021 in steel with a sunburst silver dial (an immediate success), the first re-issue followed all the cues of the original model. In 2022 came the collaboration with Parisian retailer Ocarat, for whom the watch was produced in two shades of blue, each limited to 25 pieces: 'Lagoon smoked blue' and 'Abyss blue'.

To all lovers of the very special: rest assured, this new salmon dial version is far too beautiful to be limited. It will be part of the permanent collection.



Nivada GRENCHEN

Antarctic SPIDER

A vintage watch, a wonderful story

If the Antarctic Spider is vintage horology at its best, the story behind its reissue is truly vintage Guillaume Laidet. A typically ‘everything’s connected moment’ as Guillaume Laidet, the brand’s CEO, is wont to say. “It was a similar story that prompted me to reissue the F77 a few months ago,” says Guillaume. “When a brand fan shares a photo of their vintage Nivada that features a rather (not to say totally) peculiar dial, I’ll repost and the story just grows and grows, and it’s just great to engage with the community.” And the likes start pouring in. “If it takes hold on Instagram, there’s no reason not to do a repeat!” he concludes.

A Superstar model with the strangest dial

Beneath a domed double-domed sapphire crystal, a superb salmon-hued dial and 8 slim baton indexes applied vertically, connected by 8 lines converging at the center. The term used to designate this particular iteration of the Antarctic is not a cryptic sobriquet coined by collectors: it literally jumps at you the second you lay eyes on the 'spider' squarely sitting on the dial. An inspired design, sophisticated, eccentric, graphic, polarizing and eye-catching – that, and the salmon dial, is what makes this reissue so charming. There's nothing like it. The name says it all, no need to draw a picture – the conversation starts all by itself.

The Antarctic Spider comes in a polished and brushed silver stainless steel case, 38mm in diameter and 11.1 mm thick. The dial is topped by a double-domed sapphire crystal, almost as resistant as diamond, protecting it from everyday shocks and scratches. A screw-down crown at 3 o'clock affords control of the dial's 3 hands. Its screw-in case back makes it water-resistant to 100 meters (10 atmospheres). At 3 o'clock, the date window; at 9 o'clock, the brand signature. And at the heart, a Swiss-made, self-winding SOPROD P024 movement brings the timepiece's hands to life. The Antarctic Spider is available with ten different straps, each with a silvered buckle.

The Antarctic Spider will be made available starting 21 June 2023, exclusively on nivadagrenchenofficial.com. The price: 690 EUR, for all the pleasure this timepiece brings on a daily basis, and for all the historical heft it has.



Expert opinion

When he's not working in Zenith's heritage department, Joël Laplace is on the lookout for the next affordable vintage grail watch to share with the world on his popular Instagram account. We asked Joel aka @jojolamontre – a Geneva-based historian, collector and dealer who (also) wants to make (vintage) watches more accessible – about the new Antarctic Spider Salmon by Nivada Grenchen. Here's what he had to say:

It's 1963, and the very first Antarctic with a spider dial sees the light of day – what can you tell us about this particular dial?

In the early 1960s, a number of brands began introducing innovative, minimalist dial designs. Nivada Grenchen was at the forefront when it launched the Antarctic. The brand practically takes a back seat to the powerful, evocative design, with 8 thin, stylized lines shooting out of the center of the dial and linking up with 8 applied hour markers.

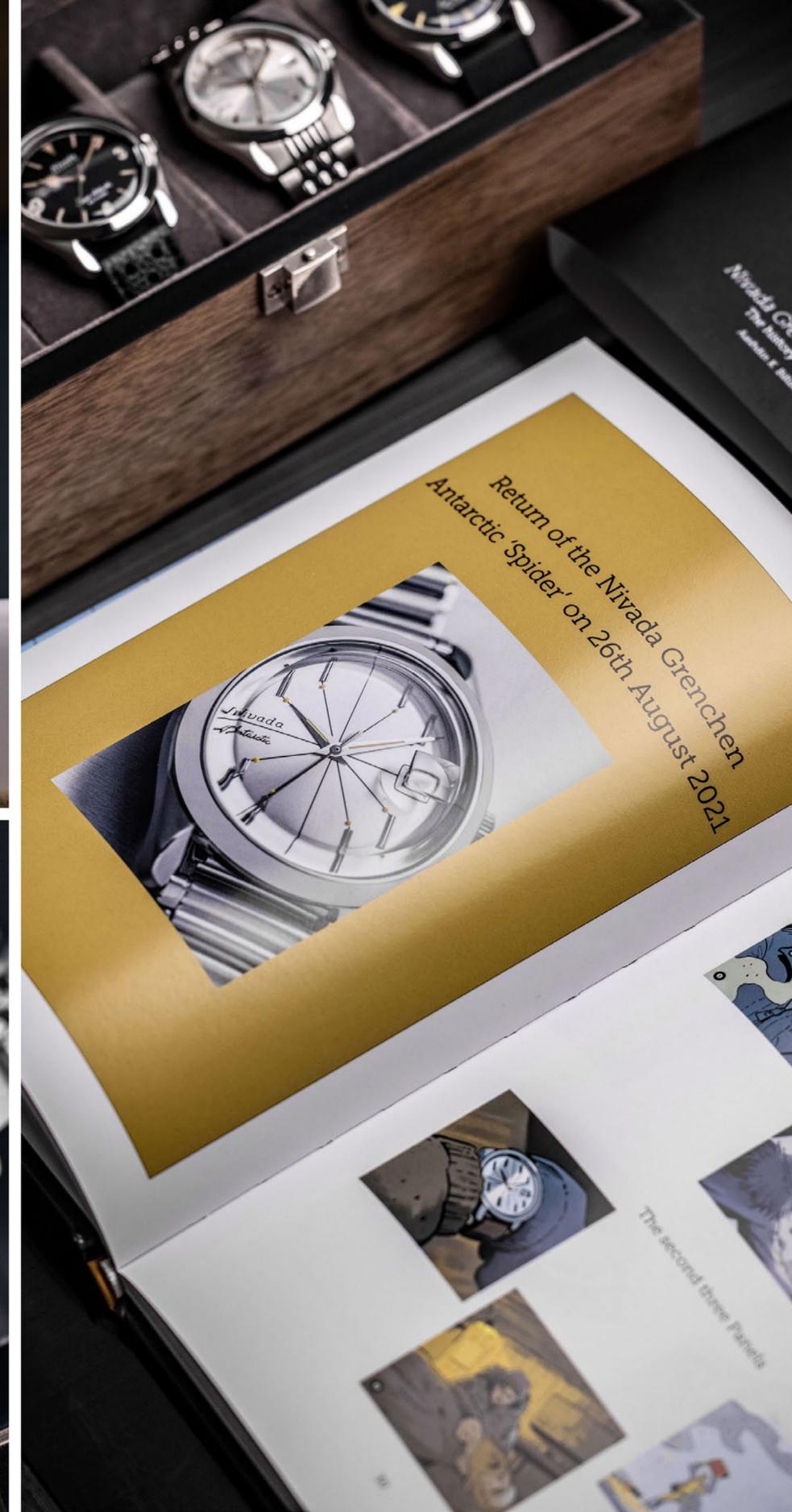
Is this piece rare on the vintage market?

The Nivada Antarctic with the « spider » dial is a rare piece, seldom seen for sale. It is undoubtedly the most sought-after Antarctic.

What do you think of the reissue? Will it find its audience?

Salmon dials have begun to be a must-have since about five years or so. Salmon is without a doubt one of the retro colors favored by vintage enthusiasts – a hue that blends well with all skin tones, and a favorite of trend-spotters.





Finally, The Book

Antarctic – The Book: The long-awaited reference work that meticulously catalogues all possible variations of Nivada Grenchen's Antarctic models has been out since May 2023. Thanks to the rigorous methodology of author Aashdin K. Billimoria, a passionate collector of the brand since childhood, this book reveals the incredible diversity of models in the Antarctic collection. It is both a primer for newcomers and a reference guide for experienced collectors. There's no doubt that this legendary collection, which has stood the test of time, will hold its rightful place among the most desirable vintage watches of the 1950s, 1960s and 1970s.



Antarctic

TECHNICAL SPECIFICATIONS

Model: Antarctic Spider

Dial: Salmon, brushed sunburst finish

Indexes: 8 vertical baton-style indexes, applied in steel,
8 Super-LumiNova® dots

Hands: Dauphine-style, enhanced with Super-LumiNova®

Diameter: 38mm

Date: Aperture at 3 o'clock, cyclops magnifying lens, original typeface

Thickness: 11.1mm

Case material: 316 stainless steel

Case finish: Brushed satin

Functions: Hours, minutes, seconds, date

Power reserve: 38 hours

Movement: Automatic, SOPROD P024

Crystal: Sapphire, double domed

Case-back: Full, screw-in

Water resistance: 10 ATM

PRICE: 750\$/670CHF/ 690€



Antarctic



About Nivada Grenchen

Nivada Grenchen timepieces have been part of the Swiss watchmaking landscape since 1926, when Jacob Schneider founded the brand in Grenchen. His son Max took over the company in 1976. The brand's official distributor in the US was the Croton Company, which explains why some timepieces bear the Croton signature or both the Croton and Nivada Grenchen logos. In 1930, Nivada Grenchen was one of the first companies to manufacture automatic watches. This led in 1950 to the creation of Nivada Grenchen's first water-resistant automatic watch: the Antarctic.





Nivada

International Press Relations

289 Consulting
Marie Ansel
marie.ansel@289consulting.com
T +41 79 522 12 30

Agence Chamarel
Françoise Flavian
fflavian@chamarel-rp.fr
T + 33 6 12 72 48 51 - 09 72 66 38 64

