NIVADA GRENCHEN X UNDONE

DEPTHMASTER PIXEL ART

Nivada Grenchen | UNDONE

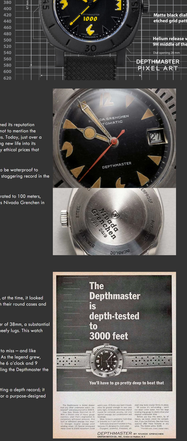
The legendary "Pac-Man" diver back in the spotlight – in stealth mode!

Nivada Grenchen x UNDONE, a collaboration with a creative twist, presents the Depthmaster Pixel Art

One thing about the watch community: it's never long before a diver becomes available in a chassis.

For some watches, the color scheme is a dead giveaway, like "Hulk", or "Batman".

But none says more about the style and spirit of a watch or says it better than the subtarget given to the Nivada



Founded in Grenchen, Switzerland, in 1926, Nivada Grenchen served its reputation through watchmaking innovation that defined the 1950s and 60s, not to mention the legendary Antarctic and Chronometer Aviator Sea Diver collections. Today, just over a half-century later, Nivada Grenchen is in full revival mode, breathing new life into its engineering and design legacy – and faithful to the principle of very without prizes that Nivada was famous for already back then

Introduced in 1965, the Depthmaster was the very first dive watch to be waterproof to 1,000 meters – or 3,300 feet. A staggering depth – and an equally staggering record in the context of mid-20th century watchmaking.

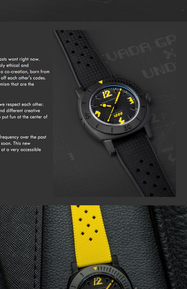
At the time, most sports watches designed for underwater use were rated to 100 meters, some 200 meters. Few brands were as innovative and significant as Nivada Grenchen in terms of pushing the performance envelope under the

What's especially interesting about the Depthmaster is the fact that, at the time, it looked totally different from the other dive watches around at the time, with their round cases and their insistence on big round luminous indexes on the dial.

For starters, the Depthmaster came in a cushion case with a diameter of 38mm, a substantial crown, a thick metal bezel with a knurled edge and no insert, and bee's tugs. This watch speed heavy duty.

The daring 'Oscar' font used for the cardinal markers too, was hard to miss – and like nothing ever seen before on a watch dial, let alone a sports watch. As the legend goes, vintage watch collectors were quick to spot the similarity between the 6 o'clock and 9 o'clock markers with another pop culture icon and soon took to calling the Depthmaster the "Pac-Man".

The Depthmaster not only defied the limits for a diving watch by setting a depth record; it was also truly avant-garde in defining a distinctive aesthetic code for a purpose-designed tool watch



Nivada Grenchen x UNDONE

So far, the legendary Depthmaster "Pac-Man" has only been available in brushed stainless steel, secured to the wrist with a sturdy rubber strap. Less than two weeks ago, a blacked-out Depthmaster came out on a "beasts of war" metal bracelet.

Nivada, together with the team at UNDONE, is going all in with a Depthmaster that truly gives meaning to the "Pac-Man" moniker and makes it resonate with the community in the know - you can practically see the ghosts burning and the energy pills glowing on the black screen-like dial (it's "textured as an ocean"). "Pac-Man Yellow" came naturally for the main color code on this creative collaboration for a limited edition of only 200 timepieces. And the "high score" is still a water resistance to 1000 meters.



Nivada Grenchen is showing perfect timing for what watch enthusiasts want right now. Well-designed watches, coined in a wicked cool history, at incredibly ethical and affordable prices. This new Depthmaster by Nivada Grenchen was a co-creation, born from kicking around ideas and pirates between creative partners, playing off each other's codes. This watch crystallizes the blend of creativity and commercial dynamism that are the hallmarks of its CEO, Guillaume Laidet

"Working with UNDONE was a blast. We appreciate each other, we respect each other. Our minds naturally converged as we each brought our expertise and different creative takes to the table to create this fun watch. That's always the aim, to put fun at the center of all our watchmaking endeavors," he explains.

Nivada Grenchen collaborations have been surfacing with surreal frequency over the past few weeks, and the trend is showing no signs of letting up any time soon. This new Depthmaster x UNDONE is set to come to market before Christmas at a very accessible CHF 950.

Nivada Grenchen, the tool watch brand

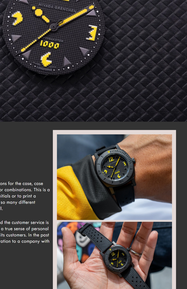
Nivada Grenchen is one of those brands that has kept under the radar too long, one with an incredibly rich, authentic and fascinating history



The Depthmaster "Pac-Man" – an exceptional diving tool watch

The Depthmaster was one of the first commercially produced watches with an exceptional depth rating of 1,000 meters or 3,300 feet. An incredible prowess, considering that, at the time, the vast majority of dive watches had a water resistance of 100 to 200 meters. The obvious question, of course, is how Nivada was able to make a dive watch with a depth rating more than three times that of any other watch at the time.

"That was one of the questions we asked ourselves when we decided to revive this watch," Guillaume Laidet smiles. "If you look at the original watches, you will see that there is no helium release valve. We added this valve when we revived the model in 2020 to increase the quality of the watch. But at the time, Nivada decided they could achieve that depth simply by building it like a tank."



Instead, the original Depthmaster was able to achieve this incredible rating thanks to:

(1) A stronger and more resistant waterproof winding crown
(2) A special inner protective
(3) Additional case back threads, and
(4) A double-lock crystal

The other aspect that underscores the coolness of the Depthmaster and cements its status as a vintage legend is this: that, when it came out, it was so totally different from other dive watches, with their round cases and round luminous markers on the dial. The Depthmaster stepped away from that, with a 38mm cushion case, a substantial crown, a beefy lugs, a thick knurled edge metal bezel with no inserts, and in some versions, with highly luminous markers that were like nothing ever seen before. The cardinal markers at 12, 3, 6 and 9 o'clock were designed in a distinct "Oscar" font that denoted as much from the norm, that they were unmissable, not just under the right conditions, and it gave the Depthmaster visual signature that made the watch instantly identifiable.



About UNDONE Watches: the cream of watch customization...

To build your own watch – a dream that became reality in 2014, when UNDONE launched the first customizable watch. Fueled by the team's passion for customizable watches, UNDONE Watches, since its creation 5 years ago, has forged a precise reputation around the intimate customization of smart functional watches, mechanical or quartz, at prices defying all competition (around a few hundred euros). UNDONE's watch customization system – which broke into ground at the time – is among the most intuitive and comprehensive on the market: just a few clicks on the Mony Kong-based brand's website, via a clear and intuitive interface, are enough to create your own unique model, right before your very eyes, and in less than five minutes!



When wearing a watch is telling a story...

You can choose among different basic collections and multiple options for the case, case back, dial, indexes, hands and of course all sorts of straps and color combinations. This is a highly personalized approach since it is also possible to engrave initials or to print a personal photo on the case back. In fact, UNDONE watches offers so many different customization possibilities, it is practically impossible to list them all.

At the same time, the mechanics and materials are of top quality and the customer service is second to none. Rugged, yet affordable watches that resonate with a true sense of personal identity. That's the sweet spot where UNDONE Watches shines for its customers. In the past few years, UNDONE Watches has grown from a three-person operation to a company with over 30 employees. Definitely a brand to watch.

UNDONE Watches. Surfing the vast of collaborations...

The hallmarks of watchmaking collaborations with UNDONE Watches revolve around bright colors and playful designs. A breath of fresh air. The models are usually inspired by favorite cartoon and comic book heroes, the likes of Popeye, Snoopy and Asmo Boy or Batman...

Technical Specifications

Reference: 1418A.UNDO1
Case: 39mm, black DLC-treated stainless steel
Water resistance: 1,000m (3,300ft), helium release valve
Crystal: Sapphire
Dial: Matte black, yellow Super-LumiNova marker inserts
Hands: Matte black, yellow Super-LumiNova
Movement: SOPROD PIXEL automatic
Functions: Hours, minutes and center seconds, quick-set date, automatic winding mechanism with ball bearing, hacking seconds, 26 jewels
Power reserve: 38 hours
Straps: Black calfskin with for "Pac-Man Yellow" stitching
Price: CHF 950
Availability: Limited Edition of 200 pieces

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