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## Telling Time

*From 5Continents*

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**From 5Continents : Telling Time** before purchasing it in order to gage whether or not it would be worth my time, and all praised Telling Time:

An outstanding tribute to the timepiece, Telling Time explores the history of watches and clocks from 1550 to the present. With playful, poetic, and always ingenious examples, the book investigates how the display of time has evolved. Focusing on unusual formats and highlighting watchmakers' inventiveness and artistry, the book provides a look inside the minds of a diverse range of designers and visual artists, in dialogue with the brands that have elevated the watch from accessory to art. From conceptual designs to luxury treasures, Telling Time draws on collections from Cartier, Hermès, Longines, Piaget, Apple, Seiko, Samsung, and many, many more to illustrate how far the timepiece has come and where it might be headed.

About the Author Chantal Prod'Hom is director of MUDAC, Musée de design et d'arts appliqués contemporains, Lausanne. Fabienne Xavière Sturm is honorary curator of the Geneva Museum of Watchmaking and Enameling.