SEIKO Spring Drive World Première
September 14, 2005

The Musée d'Orsay in Paris was the venue for the worldwide launch of SEIKO Spring Drive on September 14, 2005. In the presence of 180 guests from 16 countries, the President and CEO of SEIKO Watch Corporation, Mr Shinji Hattori, announced the launch of the first Spring Drive watch, and, the following day, Spring Drive went on sale at the SEIKO Center in Paris.

The grace and natural motion of Spring Drive was captured in dance.

The Première started with a presentation of the Spring Drive technology, expressed in words and dance, in the auditorium of the Musée d' Orsay. The guests, Spring Drive retail partners and journalists, were then given a private tour of the Musée d' Orsay's exhibition of 19th and 20th Century art. The tour was followed by a dinner, during which the very first Spring Drive watch, with the engraved mark 'Manufacture 001' was presented by Mr Hattori to Mr Deering and Mr Wall of SEIKO's representative office in Ireland, as had been arranged at the charity auction held at the Baselworld exhibition in March.

Mr. Hattori presented the first Spring Drive watch to Messrs. Deering and Wall of Seiko's partner company in Ireland.

In celebration of the Spring Drive Première, SEIKO Watch Corporation commissioned a piece of art - a painting on the theme of art, movement and time, and this painting was completed during the event itself. At the end of the evening, each guest was presented with a small section of this painting as a memento of the occasion and as a symbol of the strength of the relationships between SEIKO and its European retail partners and other friends.

The specially commissioned picture symbolised the synthesis of art, motion and time.

On September 15, at 10.00am, Spring Drive was made available to the public. On the first morning, two Spring Drive timepieces were purchased from the SEIKO Center and Mr Hattori was on hand to congratulate and thank the first two Spring Drive pioneers!

http://www.seikospringdrive.com