

The SEIKO Pavilion, 2006

For 21 years, SEIKO has launched its new collections at the Baselworld exhibition, and the fair has become the cornerstone of SEIKO's year, with a different new technology or new collection being highlighted in the world market each spring.

For 2006, it is two new technologies and one new collection that steal the limelight. SEIKO's iconic Sportura collection is the star for 2006, and its all-chronograph range is super-charged with the addition of two all-new calibers designed, as are all Sportura watches, for the timing of motor sports.



The SEIKO Pavilion is remodeled for 2006, with Sportura and Spring Drive in the spotlight.

With Sportura as the inspiration, therefore, the SEIKO design team has re-modeled the Baselworld Pavilion for 2006. The SEIKO partnership with the Honda Racing F1 Team is celebrated with the re-creation at the front of the pavilion of their F1 pit-lane garage, complete with the 2006 car and much of the actual equipment that the team uses to put out, re-fuel and monitor the car's progress during each race.



The excitement of Formula One is re-created with the Honda Racing F1 Team's pit-lane garage.

Visitors to the stand can share the excitement of the F1 experience through two interactive terminals on the stand, at which they can see full details of the 18 circuits where the 2006 races will take place. On these terminals, they will also be able to follow Jenson Button, Honda

Racing F1 Team's driver, as he tells the story of his races at his favorite 4 Grand Prix circuits; Melbourne, Monza, Hockenheim and Silverstone.

This innovative and dramatic "pit-lane" area is the perfect backdrop for SEIKO's new Sportura design and its two new chronograph calibers; the 7T82 analog 1/100 second Retrograde Chronograph and the H024 Duo-Display 1/1000 second Alarm Chronograph perpetual timer.

Away from the Sportura "pit-lane" the SEIKO 2006 pavilion plays host to the full range of SEIKO's collection, embracing the sensational Credor Spring Drive Sonnerie and the industry-leading Spring Drive collection. Each series has its own area and each contributes to the pavilion's overall design theme of Innovation and Refinement.

The 2006 SEIKO Pavilion was created by SEIKO's in-house design team in collaboration with the Pac-Team of Lausanne.

SEIKO Pavilion: The Hall of Dreams, Hall 1.0 Stand A27