

STUDIO WANDOLEC, THE NOBLE DESIGN WATCH

DOXA, The Automobile Racing Clock

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March 7, 2021

Doxa.

The Greek, Hebrew and Russian word meaning Glory as well as, Orthodoxy and True Belief.

DOXA was founded in 1889 by Georges Ducommun who had a passion for precision and beauty and at the age of 21 started his own company. He made watches and other timepieces. Over the years, the company DOXA grew and branched out into other timekeeping markets, The one addressed in this article is his contributions to timekeeping in the sport of Automobile Racing in the early 1900s.

Located in the small town of Le Locle, in Switzerland's cradle of Swiss watchmaking in the Jura Mountains he was one of 13 children. Georges Ducommun was only twelve years old when he began his apprenticeship and he was an established watchmaker by 1880.



DOXA MOVEMENT.

A NOBLE DESIGN WATCH, here you can see a restored DOXA movement that is placed in a newly designed case designed and created by Studio Wandolec.



THE STUDIO WANDOLEC DESIGNED CASE.

Here you can see the dial of the watch, a stark contrast to the previous image of the DOXA movement.

When I first started to communicate with Borys he would use the term "NOBLE" to describe the historic restored movements that he used in his watches. Movements like DOXA, Patek Phillipe, Omega, Glashutte and others were each placed in a beautiful and newly designed one of a kind case. He used the word Noble to describe the historic movements installed within

them. Starting with that word the watches would eventually be called the NOBLE DESIGN WATCH, each the only one in the world ever created. The words Noble were for the movement and Design for the newly created case from the Wandolec Art Studio. The watches are little time machines and individual pieces of sculpture.

Early Swiss watch companies were vibrant and dynamic as the watch quickly developed as a much needed personal instrument to tell time. A classic cottage industry developed in Switzerland to create watches and clocks and in the early 1900s one of those companies was DOXA.

Today you will see historic DOXA movements being used as one of those carefully chosen and installed in the Noble Design Watches created by the Wandolec Art Studio. The Swiss company DOXA quickly realized the importance of the automobile as the most efficient answer to personal transportation. In the early 1900s. Car racing became very popular and DOXA hitched a ride and became the timing device supplier to race car builders, one of them the French company Bugatti, maker of luxury automobiles.



BUGATTI Radiator Shell

DOXA created dashboard clocks and rally timers that were used throughout the emerging automobile industry in Europe. Automobile racing was a new and exciting sport and many cars were designed and engineered to be both raced and driven on the open road. The DOXA automobile clocks were called board watches as they were placed close to the driver on the dashboard of the car. So joined was personal timekeeping and personal transportation as both became necessary for a modern

life. Especially so in the United States where Henry Ford solved the problem of mass production and made the automobile very affordable to all. The next major technical advancement for the automobile became the automatic starter that gave more women the opportunity to enhance their lives with the automobile... DOXA, seeing the needs of the modern automobile driver, be they man or woman, created what would become the DOXA 8-Days automobile clock. These clocks became a racing necessity to be just as important as other racing instruments used by drivers like tachometers, speedometers, water, battery, oil and fuel gauges.

ELLIE and HENRY HAGA in their restored BUGATTI TYPE 37



RACECAR. The restoration took twenty four years.

BUGATTI, a premier French luxury car company created by Italian Ettore Bugatti was one of the first to include a DOXA 8-Days clock on the instrument panel of the famous Bugatti Type 37, a beautiful French Blue racing car that could also be driven on the street and it was done so in great numbers. The Bugatti Type 37 was built between 1924 and 1931 and today it is one of the most iconic race cars in all of automobile racing history. Bugatti evolved his cars to become lighter and more powerful through the years, he came from a family of famous Italian artists and he merged his mechanical engineering abilities with his artistic heritage. Bugatti automobiles would stand out through history not only as successful racing cars but also as beautiful pieces of automotive sculpture.

Ettore Bugatti finished his engines in a beautiful finely detailed metallic pattern called "Engine Turning", or in French, "Guilloche". This finely detailed finish on raw aluminum was also used on expensive gold watches and ladies jewelry. Bugatti cars were to become equated with the finer things in life. They offered high performance, beautiful aesthetic design character and a winning record on the race tracks of many countries. Best of all the beautiful and highly durable race cars could be driven every day as personal transportation on the street.

DOXA movements are found to be used by the Wandolec Art Studio in many Noble Design Watches.



An example of "Engine Turning", or French "Guilloche", as seen on BUGATTI cars and ladies jewelry and mens and ladies watches.



The BUGATTI emblem.

You too could be wearing a

little time machine with a historic DOXA movement in a beautiful case like no other on earth. The only one ever made, a piece of art work that will be loved through the ages like many Bugattis are even today....

That is something to talk about.

DICK RUZZIN



The authors collection of FRENCH CURVES, used by designers to create automobile bodies.

DR.