

**GTO**

*no ordinary time*

  
GRIMOLDI  
MILANO



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## History

Grimoldi is the concrete example of Italian company, capables to model the quality of a valuable product according to the Italian flavour and style.

Anselmo, the founder, is born as goldsmith master, works for ten year as apprentice with the jewels' draughtsman master Romolo Gessi, until he feels ready to measure himself and starts his own activity in 1964.

The Grimoldi father has passed his experience to his four children, conveying love and a real passion for an important instrument in everyday life.

What we would normally refer to as watch has subject private value related. Everyday it follows us in our way.

Grimoldi has collected numerous successes and has been able to transform a passion into their main activity, operating in the watch world on an International level.

It's not easy to enter this fascinating and picky world but it's not impossible if you mix the right ingredients.

These are the ingredients: the Grimoldi's father, man of experience and wisdom who starts the way.

Roberto, the oldest son, after studying at the "Chaux de Fonds" how to become a watchmaker; he knows every single technical detail to make a good watch.

Pamela, the only daughter, collects every kind of watch and she is responsible for sales. She participates with new ideas to the creation of jewels.

Cesare, the youngest son, manages the commercial activity and purchases. He's always very careful to the new fashion tendencies.

Giorgio is the artist, always involved in design as his father. He was only 14 years old when he drew his first Grimoldi watch.

Thanks to his knowledge in watches and his passion for design, it's been easy to pass from the industrial design world to the creation of a real Grimoldi collection of watches and jewels.

The philosophy of the Grimoldi company is heading to the emotional satisfaction of their customers. They want people to buy their art-works to be happy because those are "joyful objects" with a classical touch.

The proposed colours ensure them a wide range of customers; the "classical" satisfied by plain coloured watches and "trendy" one by the brightful coloured ones.





## Gran Tipo Ovale

*...such beautiful... big...type...oval...*

The watch G.T.O is the cocktail of "nature" expressed by coral (interpreted by Borgonovo watch), and mechanism expressed by Ferrari 250 GTO (interpreted by watch G.T.O)

The fluid curve which characterized the Borgonovo watch project is enriched with vibrant emotions, sparked by the idea to interpret and capture the smooth, romantic and aggressive forms of Ferrari 250 G.T.O.

The adjectives which can describe the G.T.O watch are: modern, revolutionary, complicated, magically romantic.

*... It is time to create...  
to breathe the energy...*

I'm watching my Burago model car of Ferrari 250 GTO, a toy car which I owned for years and now, sits in my bedroom, under the mirror and above the sink.

Athena and Sole, my little girls, know that they could not touch it without me.

Everytime seeing it brings out emotions, it is so perfect!

It is like a female body, a song from the mermaids.

With the toy car in my hands, I walk barefeet in my creative refuge: my home.

The usual white table, the usual white papers and the usual black pen await me.

In front of the commanding post (my table), the Ferrari 250 GTO and palpable imaginations fill the void.

The pen designs lines, rotations, ideas and forms: car and watch embrace each other generating new ideas.

...a great arch connects back windowpane to the front headlights, shaping the glass dome, as if it is a weightless soap bubble.

Other arches cut out the shape of the watch-car.

My art visions of cubism and futurism permit me to deconstruct and reassemble, in orderly random ways, of the technical particulars:

The front airshaff becomes the strap position;

The sinuous form on the car body side becomes the casebody of the watch;

The retro vision mirror becomes the caseback of the watch.

The outer case has taken form, soft like a Henry Moore sculpture coming from the tunnel of wind of Ferrari Garage.

The pen designs lines that intertwine, searches in mind suggestions and imaginations;

with the alchemy of shapes, transforms the screw of wheel into the watch crown: same shape and same mechanical function of closure.

*... If possible to put in a 12 cylinder motor...*

*in the place of an automatic movement ETA2824...*

With fantasy I enter in the world of car, taking points, shopping for ideas:

The chromed frame of rev counter becomes the support for date lense, the red color of counting hands, colors the indicator of date.

Sitting at the driver seat, I hold the steering wheel tight, I project them into the watch and three

beams become the central sphere of seconds, like a carillon, its route scans the ticking of time.

The gear shift and its round tip, become eight hour indexes on the dial coated with Superluminova, which light up like headlights in the dark.

Two big numbers 12 and 6 complete the dial graphic, light and aerodynamic like the posterior spoiler of GTO250: the angles of the two numbers distinctive as if cut out by the wind that sweeps the car garage.

Entering the motor, I "steal" the belt and I place them as hour and minute indicators: now two unusual and big hands fill the skeletal dial surface.

Always from the motor, I take inspiration for: the center ring of the dial fixed with four screws, and for the diagonal bar that traverses, strengthens the dial surface giving it a mechanical aspect.

The soft leather interior of the car is interpreted by the strap, given as "sportive option", while the buckle marked with Italian tricolor picks up the oval shape of Monza racetrack.

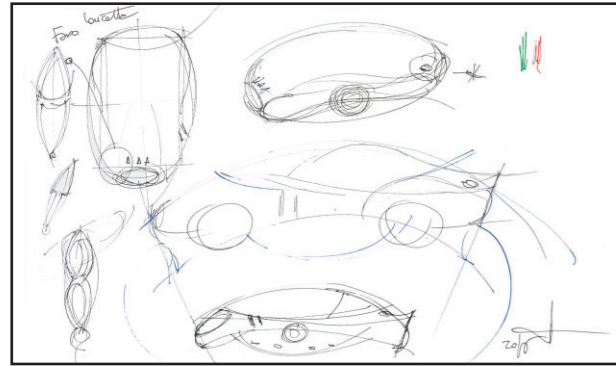
*... satisfied with my "Ferrari GTO" of the wrist*

*I return to dreaming to finish the project...*

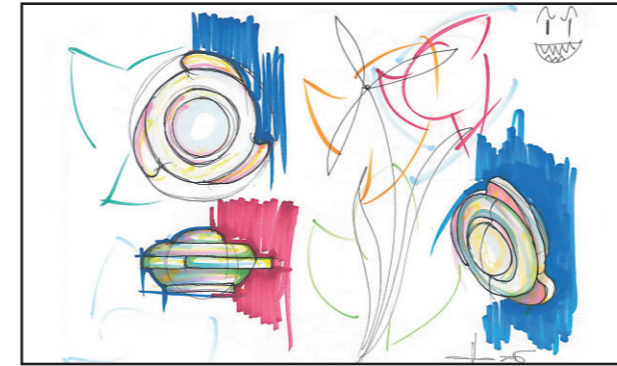


All images related to the automobile are copyright protected and reproduction of these images is strictly forbidden. These images are utilized in this catalogue to demonstrate and better explain how the GTO Gran Tipo Ovale was born.

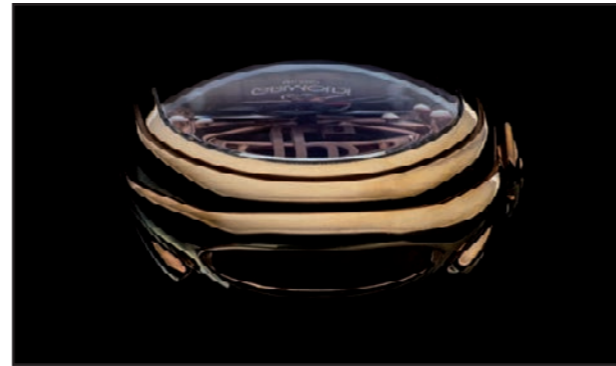
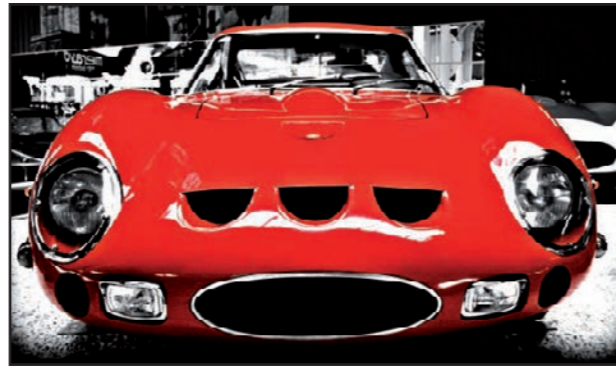
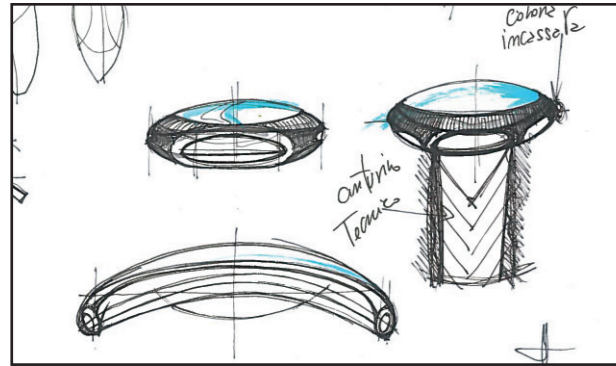
...a large arc connects the rear glass of the car with the frontal light...



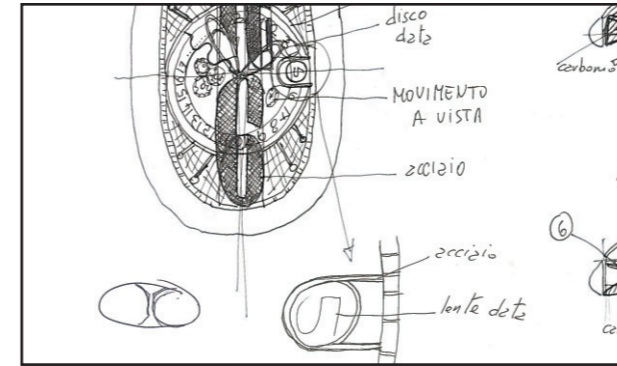
...the wheel hub, the winding crown...



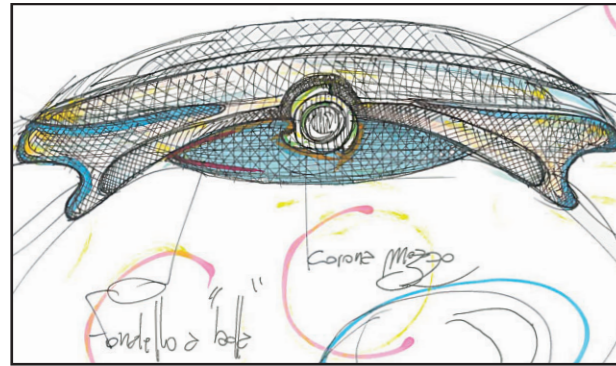
...the "front air intake" of the car, becomes the seat of the strap...



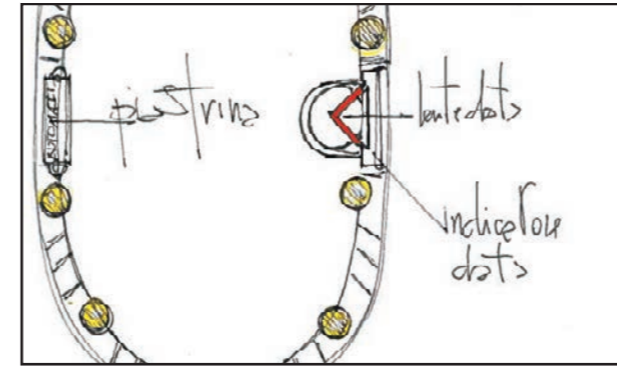
...the chrome frame of the tachometer, becomes the support for the calendar lens...



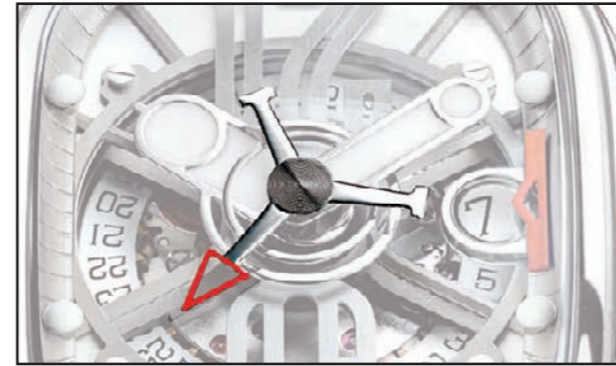
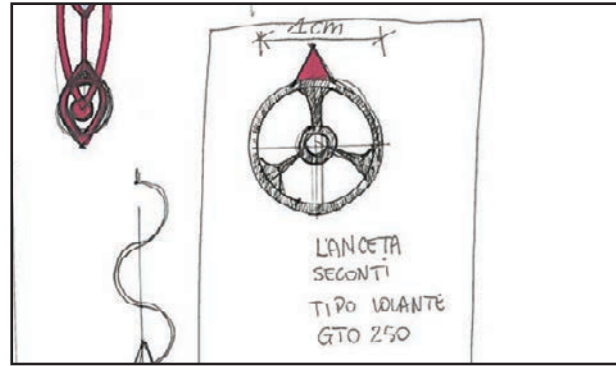
...the "torpedoes" of the sides of the machine, the "carrure" of the watch...



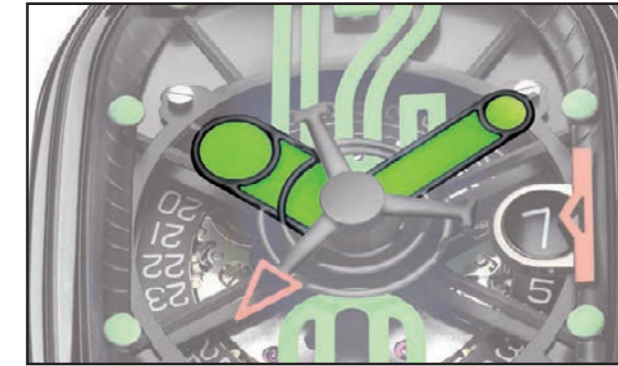
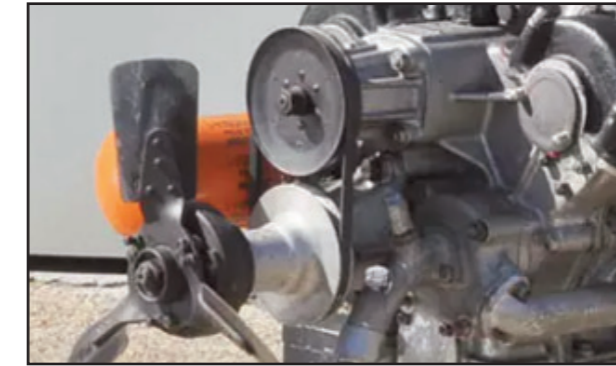
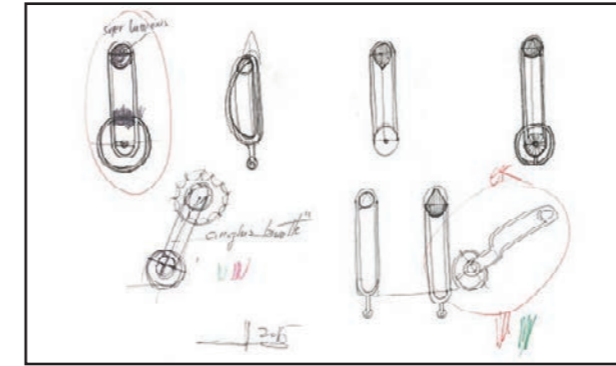
...the red color of the hand of the tachometer, coloring the calendar indicator in red...



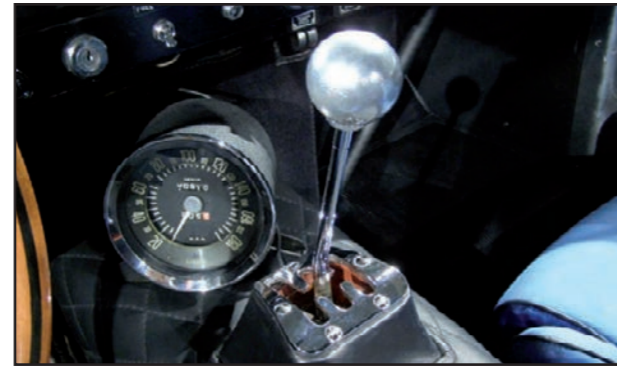
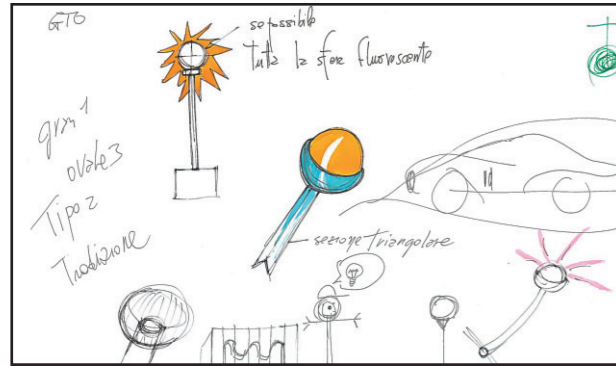
...the three spokes of the steering wheel become the central second hand...



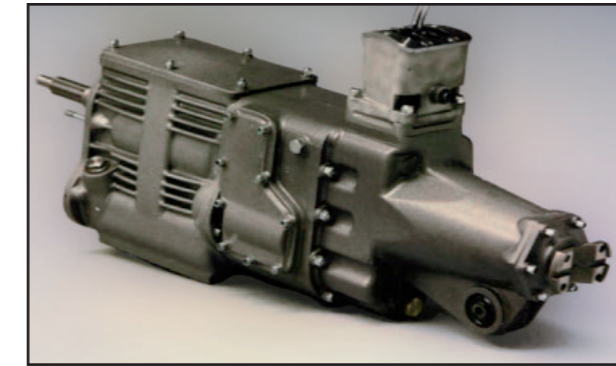
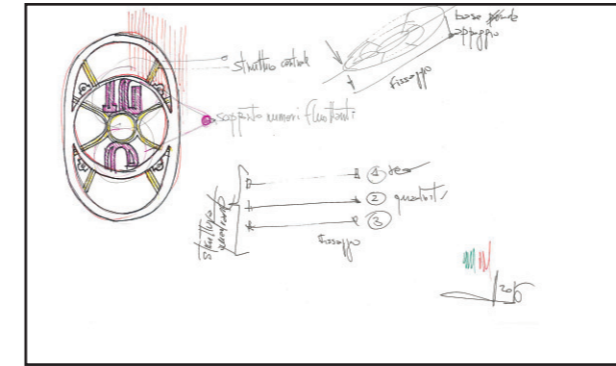
...I put the belts of the engine to indicate the hours and minutes...



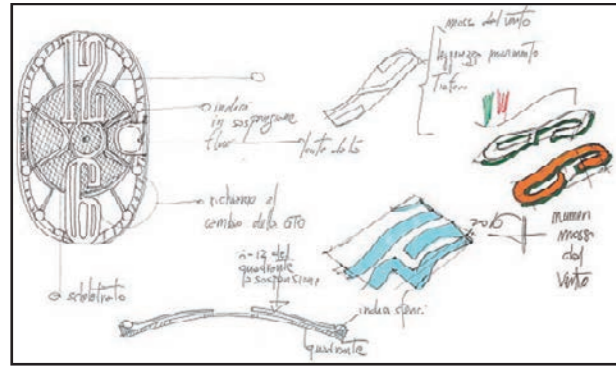
...the thin lever and the spherical handle of the gearbox become the eight hour markers of the dial...



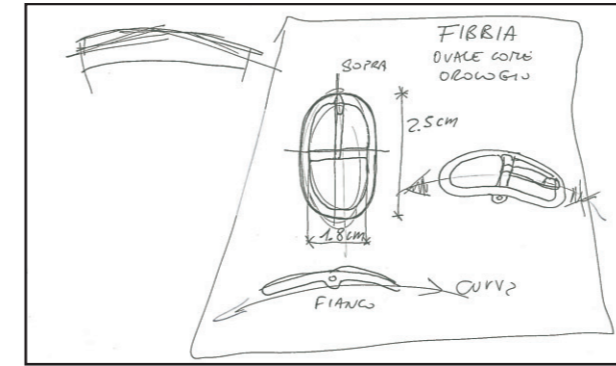
...the central ring of the dial, fixed by four screws, is inspired by the head of the engine...



...the two big numbers 12-6, light and aerodynamic like the rear spoiler ... the shape seems drawn by the wind that caresses the shape of the car...



...the soft leather interior of the car is interpreted by the strap, while the buckle picks up the oval shape of Monza racetrack...





**BE**

**GREAT**





**BE**

**ELEGANT**



**SS S IC 612ST**  
**ICE**

Dial		ice
Hands	silver-white superluminova	
Numbers		steel
Case	stainless steel shiny	



**RGSS SS BR 612PK**  
**B-COLOR**

Dial		bronze
Hands	rose gold-white superluminova	
Numbers		rose gold
Carure	IP-PVD rose gold shiny	
Bezel	stainless steel shiny	



**BK M BK 612ST**

Dial		black
Hands	black-black superluminova	
Numbers		steel
Case	IP-PVD black matt and anti fingerprint coating	



**BE**

**SMART**



SS M WH 612PK

Dial	white
Hands	rose gold-white superluminova
Numbers	rose gold
Case	stainless steel matt and anti fingerprint coating



SS S WH 612PK

Dial	white
Hands	rose gold, white superluminova
Numbers	rose gold
Case	stainless steel shiny



SS M BK 612ST

Dial	black
Hands	silver-
	black & white superluminova
Numbers	steel
Case	stainless steel matt anti fingerprint coating





**BE**

**BRAVE**



**SSRG SS GY 612ST**  
**B-COLOR**

Dial gray  
 Hands rose gold-white superluminova  
 Numbers steel  
 Carure stainless steel shiny  
 Bezel IP-PVD rose gold shiny



**SSSS MS BK 612ST**  
**BOUBLE FINISH**

Dial black  
 Hands silver-white superluminova  
 Numbers steel  
 Carure stainless steel matt and  
 anti fingerprint coating  
 Bezel stainless steel shiny



**SS M GY 612ST**  
**MILANO**

Dial gray  
 Hands silver-white superluminova  
 Numbers steel  
 Case stainless steel matt and  
 anti fingerprint coating



**BE**

**CONQUEROR**



**BKRG MM BK 612PK**  
**B-COLOR**

Dial black  
 Hands rose gold-white superluminova  
 Numbers rose gold  
 Carure IP-PVD black matt and anti fingerprint coating  
 Bezel IP-PVD rose gold matt and anti fingerprint coating



**RGBK MM BR 612PK**  
**B-COLOR**

Dial bronze  
 Hands rose gold-white superluminova  
 Numbers rose gold  
 Carure IP-PVD rose gold matt and anti fingerprint coating  
 Bezel IP-PVD black matt and anti fingerprint coating



**RG S BR 612PK**

Dial bronze  
 Hands rose gold-white superluminova  
 Numbers rose gold  
 Case IP-PVD rose gold shiny





**BE**

**LOYAL**



**SS S BK 612ST**

Dial	black
Hands	silver- black & white superluminova
Numbers	steel
Case	stainless steel shiny



**BK S BK 612ST**

Dial	black
Hands	silver-black & white superluminova
Numbers	steel
Case	IP-PVD black shiny



**SSSS MS BK 612ST**  
***B-COLOR BOUBLE FINISH***

Dial	black
Hands	silver-white superluminova
Numbers	steel
Carure	stainless steel matt and anti fingerprint coating
Bezel	stainless steel shiny



**BE**

**GENTLEMAN**



**BK S BK 612PK**

Dial	black
Hands	rose gold- black & white superluminova
Numbers	rose gold
Case	IP-PVD black shiny



**RG M BR 612PK**

Dial	bronze
Hands	rose gold-white superluminova
Numbers	rose gold
Case	IP-PVD rose gold matt and anti fingerprint coating



**RG M BK 612PK**

Dial	black
Hands	black-white superluminova
Numbers	rose gold
Case	IP-PVD rose gold matt and anti fingerprint coating



**BE**

**YOURSELF**



**RG S BK 612PK**

Dial	black
Hands	black-white superluminova
Numbers	rose gold
Case	IP-PVD rose gold shiny



**BK M BK 612BK  
BLACK PIRATE**

Dial	black
Hands	black-black superluminova
Numbers	black
Case	IP-PVD black matt and anti fingerprint coating



**RGBK SM BK 612PK  
B-COLOR BOUBLE FINISH**

Dial	black
Hands	black-white superluminova
Numbers	rose gold
Carure	IP-PVD rose gold shiny
Bezel	black matt and anti fingerprint coating



*no ordinary time*



**BE**

**NATURAL**



**BL M BL 612BL  
BLU PORTOFINO**

Dial blue Portofino  
 Hands blue-blue superluminova  
 Numbers blue  
 Case IP-PVD blue matt  
 anti fingerprint coating



**BL M BL 612BL-1  
BLU PORTOFINO**

Dial blue Portofino  
 Hands rose gold-white superluminova  
 Numbers blue  
 Case IP-PVD blue matt  
 anti fingerprint coating



**BL M BL 612BL-1  
BLU PORTOFINO**

Dial blue Portofino  
 Hands rose gold-white superluminova  
 Numbers blue  
 Case IP-PVD blue matt  
 anti fingerprint coating





**BE**

**DIFFERENT**



**SS S BK 612GR  
MINT**

Dial		black
Hands	black-green superluminova	
Numbers		green
Case	stainless steel shiny	



**BK S BK 612GR  
MINT**

Dial		black
Hands	black-green superluminova	
Numbers		green
Case	IP-PVD black shiny	



**BK S BK 612GR  
MINT**

Dial		black
Hands	black-green superluminova	
Numbers		green
Case	IP-PVD black shiny	



**BE**

**FREE**



**RG M GR 612PK  
GREEN TEA**

Dial green  
 Hands gold, white superluminova  
 Numbers rose gold  
 Case IP-PVD rose gold matt  
 anti fingerprint coating



**SS S AR 612GR  
ART**

Dial hand made painted  
 Hands silver  
 Numbers black VS1 F/G & white superluminova  
 Case stainless steel shiny  
 with diamonds 0.90 ct



**BKRG MS BK 612BK  
SPACE**

Dial black  
 Hands rose gold-white superluminova  
 Numbers black  
 Carure IP-PVD black matt and  
 anti fingerprint coating  
 Bezel IP-PVD rose gold shiny

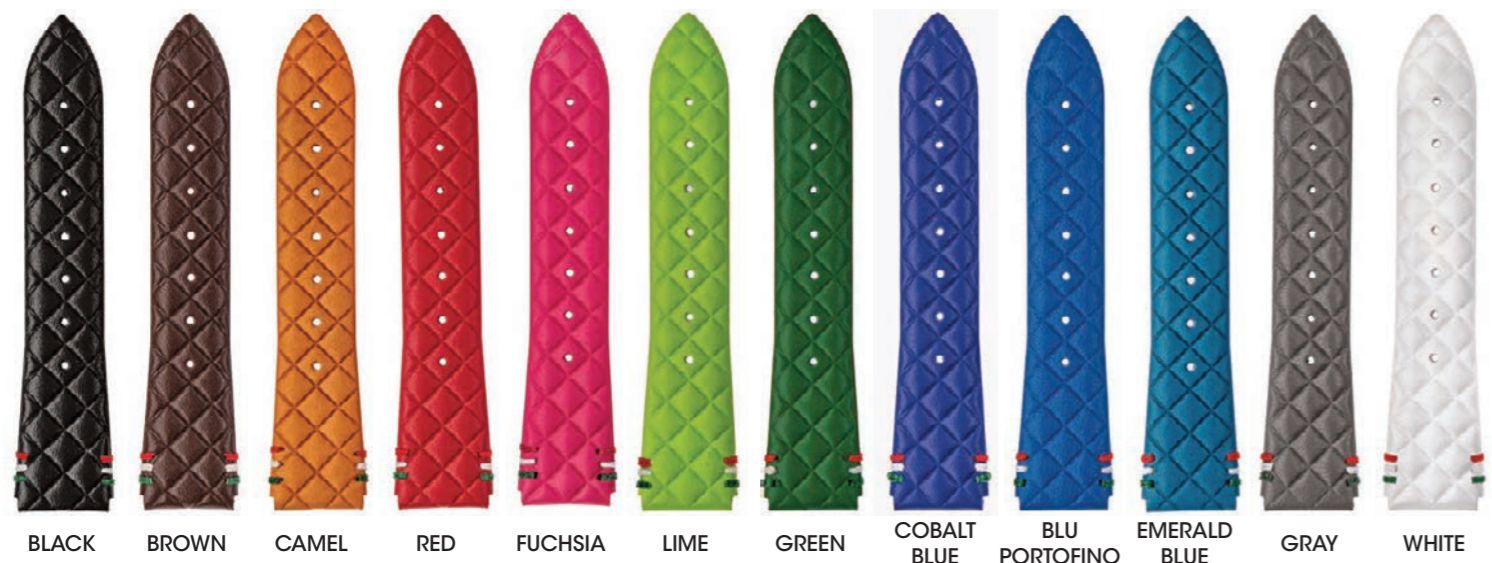


## TECHNICAL CHARACTERISTICS

- Swiss automatic movement Eta 2824 with customized rotor (1)
- Case size 57.95 x 36.40 mm
- Ergonomic case made in stainless steel 316L
- Pressure crown with double o'ring
- Water resistance 5 atm
- Strap with 20mm hidden attachment
- Dome sapphire crystal with four anti-reflective coating
- Skeleton three-dimensional dial
- Fluorescent dial index and hands with Swiss Supeluminova
- Calendar window positioned at hour 3 with anti-reflection magnifying lense
- Screwed case back personalized with enamel color
- Buckle in stainless steel 316L personalized with enamel color
- Made in Italy watch



### NATURAL LEATHER STRAPS



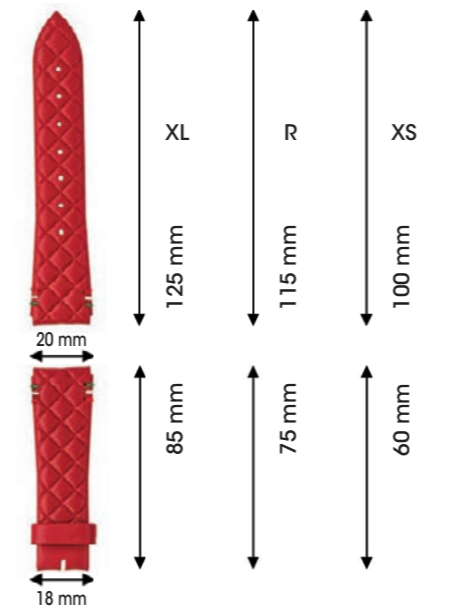
### SILICONE STRAPS



### NATURAL LEATHER UNDER STRAPS



### STRAPS SIZES





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