**Westime and MB&F  
open the first American MB&F Lab in Beverly Hills**

**Greg Simonian, President of Westime, and Maximilian Büsser, Creative Director and owner of MB&F, celebrated their long partnership with the opening of the brand’s first MB&F LAB in the U.S. on November 29th, 2023.**

**A thoughtfully curated mechanical art capsule**

Nestled in Beverly Hills’ world-famous Rodeo Drive, the MB&F LAB is part gallery, part concept store, part boutique – right at the intersection of art and engineering, both close to MB&F’s heart. Since 2011, MB&F has been operating in this unique horological space called the M.A.D.Gallery, which brings together lovers of mechanical art in a few rare places around the world. From the artisanal to the experimental, the idea of the M.A.D.Gallery has matured to give life to a new type of retail space called the MB&F Lab.

Fans of the brand will discover inside a mix of MB&F’s avant-garde timepieces, creative clocks and music boxes co-created with L’Epée 1839 and Reuge, and a selection of carefully curated mechanical and kinetic artworks. The MB&F Lab is positioned somewhere between a cabinet of curiosities and an art gallery, but is above all a meeting place that aims to provide a source of wonder for everyone who pushes open the door.

**A long-standing partnership**

The Westime boutiques in the United States are emporia of fine watchmaking, representing a wide range of brands. Westime founder John Simonian and his son Greg, President of Westime, are rightly seen as some of the international watch market’s key strategic personalities and gatekeepers of modern horology’s most important brands.

The opening of the MB&F LAB in Los Angeles marks a new chapter in the important collaboration with Westime, a long-time partner since the very beginning of MB&F in 2005. Westime was one of the first six retailers to believe in Max Büsser’s project and to support MB&F by ordering his first creations – and partially financing them – two years before deliveries started taking place.

Max Büsser explains: *“In November 2005, when I stumbled into John Simonian’s office with a piece of plastic vaguely resembling our first creation (HM1), hoping he would order and partially pre-finance a few pieces, I never, in my wildest dreams, thought we would open the Beverly Hills MB&F LAB on Rodeo Drive together one day. Exactly 18 years later, this actually happened! This MB&F LAB is as much a testament to our unflinching drive to create (21 calibers in 18 years!) as to the journey with the Simonian family and Westime team.”*

**A prestigious address**

The new boutique, which opened on November 29th, is located on 216 North Rodeo Drive in Beverly Hills – a street famous for its exclusive boutiques and luxurious brand names. Next to MB&F’s well-established M.A.D.Galleries in Geneva’s old town and Dubai Mall, there are now MB&F LABs in Singapore, Paris, Taipei and Beverly Hills – with more to come in 2024.

**A distinctive architectural identity**

The MB&F Lab is adorned with a white, gallery-like interior that forms the canvas for MB&F’s new architectural identity. In the center, a striking blue lens – a visual marker for all M.A.D.Galleries and MB&F Labs – takes pride of place. Gone, of course, is the traditional glass cage display case that has been replaced by curved glass domes arranged on tripods that have been custom-made for the brand. Neo-vintage tables and matching furniture, also created especially for the MB&F Lab, complete the new design.

**MB&F – GENESIS OF A CONCEPT LABORATORY**

Founded in 2005, MB&F is the world’s first-ever horological concept laboratory. With over 20 remarkable calibres forming the base of the critically acclaimed Horological and Legacy Machines, MB&F is continuing to follow Founder and Creative Director Maximilian Büsser’s vision of creating 3-D kinetic art by deconstructing traditional watchmaking.

After 15 years managing prestigious watch brands, Maximilian Büsser resigned from his Managing Director position at Harry Winston in 2005 to create MB&F – Maximilian Büsser & Friends. MB&F is an artistic and micro-engineering laboratory dedicated to designing and crafting small series of radical concept watches by bringing together talented horological professionals that Büsser both respects and enjoys working with.

In 2007, MB&F unveiled its first Horological Machine, HM1. HM1’s sculptured, three-dimensional case and beautifully finished engine (movement) set the standard for the idiosyncratic Horological Machines that have followed – all Machines that tell the time, rather than Machines to tell the time. The Horological Machines have explored space, the sky, the road, the animal kingdom – and most recently, architecture with HM11.

In 2011, MB&F launched its round-cased Legacy Machine collection. These more classical pieces – classical for MB&F, that is – pay tribute to nineteenth-century watchmaking excellence by reinterpreting complications from the great horological innovators of yesteryear to create contemporary objets d'art. Legacy Machine No.1 was followed by LM2, LM101, LM Perpetual, LM Split Escapement, LM FlyingT, LM Thunderdome, LMX and LM Sequential. MB&F generally alternates between launching contemporary, resolutely unconventional Horological Machines and historically inspired Legacy Machines.

As the F stands for Friends, it was only natural for MB&F to develop collaborations with artists, watchmakers, designers and manufacturers they admire.

This brought about two new categories: Performance Art and Co-creations. While Performance Art pieces are MB&F machines revisited by external creative talent, Co-creations are not wristwatches but other types of machines, engineered and crafted by unique Swiss Manufactures from MB&F ideas and designs. Many of these Co-creations, such as the clocks created with L’Epée 1839, tell the time while collaborations with Reuge and Caran d’Ache generated other forms of mechanical art.

To give all these machines an appropriate platform, Büsser had the idea of placing them in an art gallery alongside various forms of mechanical art created by other artists, rather than in a traditional storefront. This brought about the creation of the first MB&F M.A.D.Gallery (M.A.D. stands for Mechanical Art Devices) in Geneva, joined by a second M.A.D.Gallery in Dubai. Several MB&F LABs follow the same concept with a more restrained selection of artworks.