

# LUDOVIC BALLOUARD

## UPSIDE DOWN

### ONLY THE PRESENT COUNTS



On the dial of the Upside Down, all numerals are displayed upside-down, except the current hour. This truly “carpe diem” model is a symbol of the triumph of optimism over pessimism. Quite appropriate today, too!

The Upside Down watch, an alchemy of precision mechanics and philosophical thoughts, was born in 2009 as the financial crisis was raging. For Ludovic Ballouard, “watchmaker philosopher”, optimism prevailed over pessimism. While the media were repeating figures with their heads bowed down, why not put all our heart and energy into figures that have their heads... up! The most important time is the present, and not a past that we cannot change or a future that we don’t know yet.

To reflect this philosophy, all numerals are displayed upside-down on the dial of the Upside Down, except the present hour. Once the minute hand reaches a full hour, the past hour numeral instantly turns 180 degrees, while the current hour turns the right side up. A dot that appears next to the hour makes it even easier to read the time. The yearly production of this model is limited to 12 pieces. It can also be customised thanks to the unique skill of Ludovic Ballouard.

[www.ballouard.com](http://www.ballouard.com)