

# Limited Edition Nooka Watches Redefine the Way We Look at Time

## New Men's Timepieces Combine Hi-Design and Functionality

**New York, NY** (Winter, 2005) – Berrymatch is proud to unveil the first two designs of its limited edition Nooka® watches. The New York design boutique's vision of time is now available at the MoMa Design Store, on-line at [www.nookawatch.com](http://www.nookawatch.com) and at other fine retailers.

This unique line of watches offers two models, the Nooka Zoo and the Nooka Zot. Created by Matthew Waldman, award-winning artist and designer, the watches simplify time to its most basic units. "Telling time is not intuitive, but learned," explains Waldman. "I strove to create a timepiece that recalls an instinctual sense of time."

Nooka's appearance re-prioritizes the digits that cumulatively tell time in a way that highlights the most informative elements. Nooka gives a heightened, more natural awareness of time. Only one thousand of each, in assorted colors, will ever be produced.

The watches are made of stainless steel with a backlit LCD display, leather strap in a variety of eye-catching colors, and stainless steel buckles. The watch body measures 35X35X9mm in size, with a wide unisex wristband. Nooka watches are waterproof up to 5 ATM's (132 feet in salt water).

### About the Designer

Matthew Waldman, a native New Yorker, is a creative director with over 15 years experience crafting corporate identities and design systems for a wide array of clients. His design studio, New York Zoom, created award winning videos and web work for clients in the U.S., Japan, and the UK. Now, with Berrymatch L.L.C., he turns his talents to develop products and fine art. Matthew is an adjunct professor at the Parsons School of Design and the New School University in New York City, where he teaches web design and production process.

### Nooka Inspiration

Waldman was struck by inspiration while waiting for a client in a London hotel in 1997, the original design literally scrawled on the back of a napkin. He'd been staring at a huge wall clock and remembered his 1<sup>st</sup> grade teacher trying to explain the idea of telling time. Back in New York, he developed the designs based on this initial brainstorm and now holds exclusive patents and licensing rights.

### Art Projects

The art of Matthew Waldman is was featured at The Showroom NYC gallery in Manhattan, 36 Neal Street in London and Zakka in NYC. An upcoming show with [moreart.org](http://moreart.org) is scheduled for May 19<sup>th</sup>.

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#### TOP

##### Nooka Zoo

The Nooka Zoo forgoes a radial dial and re-presents the progression of hours in a window and minutes in a horizontal bar of 59 increments, creating an intuitive linear experience.

#### BOTTOM

##### Nooka Zot

The Nooka Zot visually separates the elements of time. Hours are displayed as a progression of 12 dots, minutes flow along the horizontal line below. The smallest window, which toggles to show the date, counts seconds.

# NOOKA®

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