



Turin 2006 - the countdown starts!



In the center of Turin, Swatch unveils the Countdown Clock of the winter Olympic games, designed by Pininfarina Extra.

Two years before the opening of the Winter Olympic Games 2006, the Countdown Clock, designed by Pininfarina Extra for Swatch, was unveiled: a sculpture of 5 metres in the earth of Turin. The city that will give hospitality to the twentieth edition of the Winter Olympic Games.

Strongly interested in contemporary art and design, Swatch chose Pininfarina in order to design the Countdown Clock: Pininfarina presented an amazing proposal, a work of contemporary sculpture, a huge Swatch hanging within an iceberg and surrounded by a whirl of flakes of snow. The shapes and the transparent colours of the clock, the bright red of the hands and the clean and clear colour of the face represent the philosophy of the Swatch brand. The constant movement of the snow symbolizes the inevitable passing of time: the Winter Olympic Games are each day closer.