

## Raketa Releases Watch With Counterclockwise Movement

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### Raketa “Russian Code” In the beat of the Universe

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The “Russian Code”, one of Raketa’s most recognizable models with a counterclockwise movement, is finally launched as part of Raketa’s main collection.

The watch is crafted in an all-new case: a combination of sharp facets and rounded curves are enhanced by a mix of satin-brushed finishing with polished edges, while the sapphire glass has a more complex domed shape. A synthetic ruby is yet another update of the case: it glows behind Raketa factory’s logo carved on the side of the crown.



The centre of the dial displays the constellations over St. Petersburg on the morning of April 12, 1961, when Yuri Gagarin made history by becoming the first man to fly into space. Textured polished indexes with two types of coatings (light rhodium on even and dark on odd numerals) convey an extra 3-dimensional aspect to the already multilayered dial.



Behind the elegant design lies the revolutionary concept that time should move in harmony with the natural counterclockwise movement of the planets in our Solar System. Therefore, just like the planets around the Sun, the hands of the Raketa “Russian Code” rotate in a counterclockwise direction around the dial.

The case back reveals a beautifully decorated automatic movement entirely manufactured and assembled at the Raketa Watch Factory in Saint-Petersburg.

Are you ready to move on to the new generation of watches that tick to the beat of the Universe?

## **A watch that invites you to be different**

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**To wear this watch, you will have to break free from the most fundamental rule of time-reading — the clockwise movement of time that was taught to us from ancestral times.**

Indeed, early people read the time with sundials by observing the clockwise movement of the sun in the sky (from left to right) and of the corresponding shade on the dial (from right to left). When our ancestors finally invented the concept of hands (instead of shade) moving around a dial, they naturally decided to keep this clockwise movement that they observed in nature

However, there is a serious flaw in this decision: the Sun doesn't move clockwise in the sky. It's an illusion — it actually doesn't move at all. It is the Earth that moves in a counterclockwise direction

around the Sun!

The sun follows a clockwise movement in the sky when it is seen from the Earth's northern hemisphere: in the southern hemisphere, it goes in the opposite direction. The reason why early watchmakers decided to replicate on dials the clockwise movement as seen in the northern hemisphere is simply because this is where they always lived (and as a matter of fact where 90% of the world population has always lived).

The Raketa Watch Factory corrected this mistake by designing a watch where the movement of time follows the natural movement in the Universe.

This watch is certainly not for the faint-hearted but rather for people who are willing to stand out from the crowd and be different!

## **A watch that is true to Raketa's DNA**

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By following the movement in the Solar System, this watch underlines the link between Raketa and the Cosmos: the brand Raketa (which means "Space Rocket" in Russian) was created in 1961 in honour of the first manned space flight by the Soviet cosmonaut Yuri Gagarin. Since then, Raketa's designers and engineers were always inspired by space and regularly made watches for cosmonauts and watches celebrating the Solar System.

## **A watch with a very special movement**

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The counterclockwise movement of the hands is powered by a very special Raketa automatic movement (2615R). The engineers of the Raketa Watch Factory inverted the movement of the hands by changing the construction of the 2 most important parts of the mechanical movement: the mainspring barrel and the anchor module! This engineering feat could only be accomplished because Raketa produces in-house 100% of these parts.

## **Price**

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The watch costs 1950 Euros (VAT included)/ \$2,865 cad. All Raketa watches are delivered worldwide by DHL free of charge.

## **Specifications**

Factory: Raketa Watch Factory (Saint-Petersburg)

Movement:

Calibre: 2615 CR

Functions: Automatic with reverse direction of hands

Number of jewels: 24

Testing positions: 4

Average rate (s/d): -10+20

Average running time (h): 40

Frequency/hour: 18.000 / 2.5Hz

Bi-directional automatic winding: Yes

Stopper of self-winding unit

activated during manual winding: Yes

Decoration: Nanocoating

Neva waves Print

**Case:**

Material: Stainless steel

Diameter: 39,5 mm

Front glass: Sapphire

Back glass: Mineral

Crown: Synthetic ruby stone inside the crown

Water resistance: 5 ATM

Hands: Superluminova

**Strap/bracelet:**

Material: Genuine leather

Width: 22 mm

Sex: Unisex