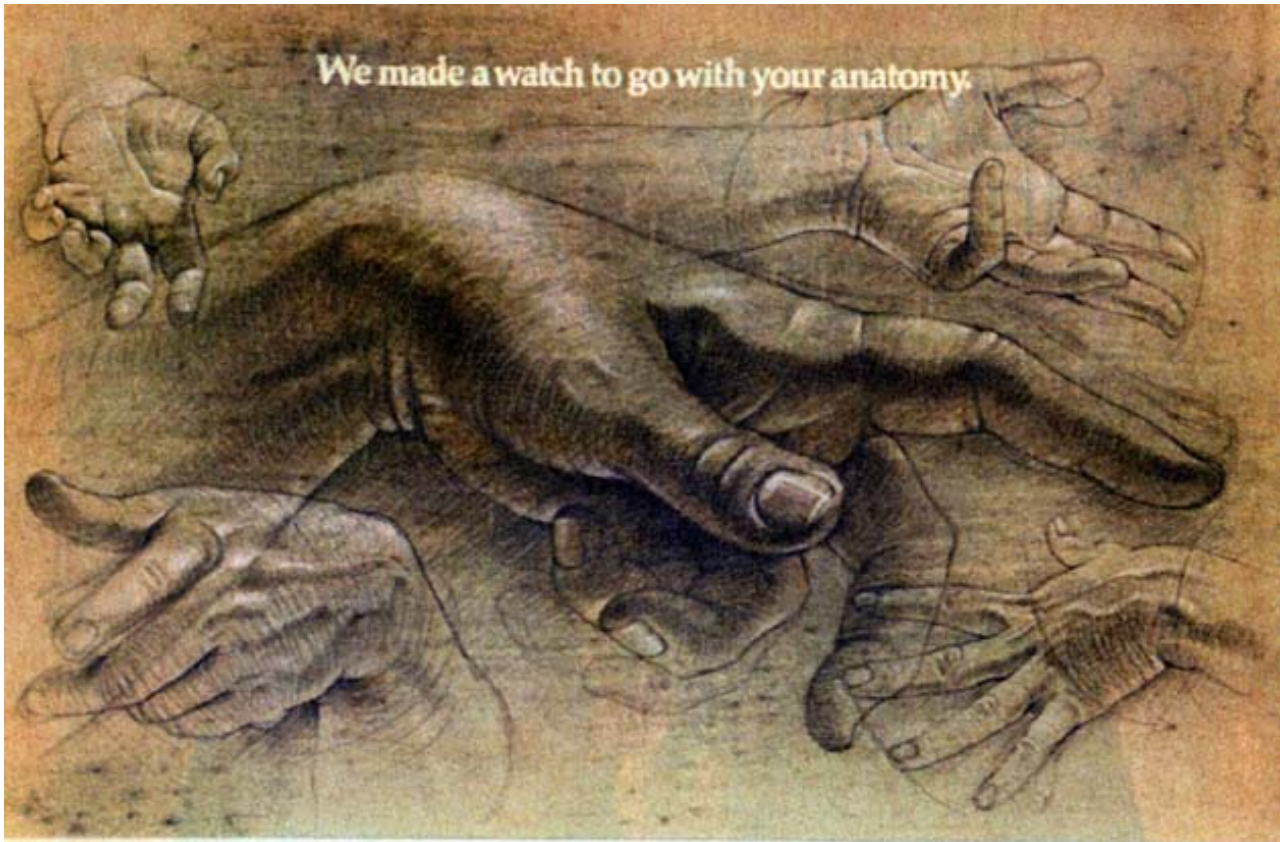


Omega Genève Dynamic – Innovation in Watch Design



Whether you realize it or not, you have a processus styloideus ulnae.

And yours, like everyone else's, usually gets in the way of your watch.

So, after carefully studying hundreds of bumpy wristbones, Omega designers concluded that there was only one acceptable shape for a watch. The ellipse.

From that conclusion came what is probably the first wrist watch designed for where it's going.

It's called The Omega Dynamic.

To illustrate: Your present watch probably straddles your wrist bone. At least a little. Whereas, The Dynamic sits flat and lean against the part of your wrist that immediately precedes the bone.

While that may be the most important thing about The Dynamic, it's not the only thing about it.

To enable your eye to read the time in 1/5th of a second, the designers used a colored dial, divided into "time zones."

Next, so you wouldn't have to move a muscle to wind it, they designed The Dynamic with a self-winding "rotor" movement. (Off your wrist it will draw on reserve energy for 48 hours.)

To make sure you could wear it in the ocean (as well as in the shower), the case was cut from a single block of steel. The movement was inserted from the front. And the crystal was put into place and sealed with a device suggested by submarine designers. (The Dynamic can easily take water pressure to a depth of 100 feet.)

These same brainy designers also sat down and considered the physiology of your skin.

They knew that in hot weather and humidity you perspire. Especially under your watch band. So they developed a band made of a porous fiber, and then air-conditioned it with 30 little holes.

We won't go into the fact that The Dynamic is available in 24 color combinations on the dial. And 12 easily changeable wrist bands to go with what you're wearing.

We think any watch company could have made a watch for that.

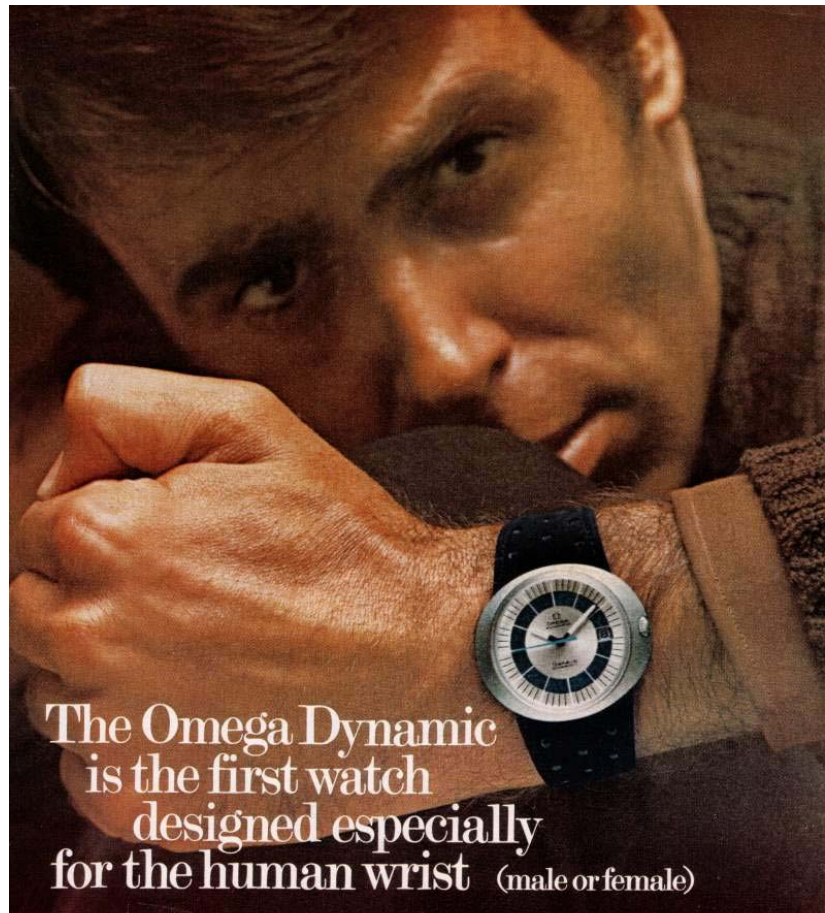


The Omega Dynamic.
The wrist watch.

Beginnings

In 1967, the Omega Genève Dynamic was heralded as one of the world's first 'concept' watch collections. It was a child of Omega's glory days and exemplified the progressive design culture at Omega in the 1960s, a culture that had gained a strong foothold after the success of Gerald Genta's 1964 Constellation C-Shape.

In the 1960s, Omega Sales Director, Robert Forster, Pierre Moinat, Head of the Creations Department, along with designers such as Gilbert Albert and Raymond Thevanaz, were remarkable in their anticipation and leadership of consumer trends and preferences in watch design. During this period, a number of design firsts were registered by Omega. From the patented integrated bracelet models to the fashion-oriented collections under the Genève banner and then beyond to a fabulous array of jewellery watches, Omega was in the front line of the design revolution of the 1960s.



The Omega Dynamic is oval: it skirts your *processus styloideus ulnae*, the bumpy wrist bone which makes your present watch wobble. Try it. In 1/5th second you read the time on the Dynamic. A new dial concept with color zones does it.

And also a different color for the sweep second hand. An icy blue, for instance.

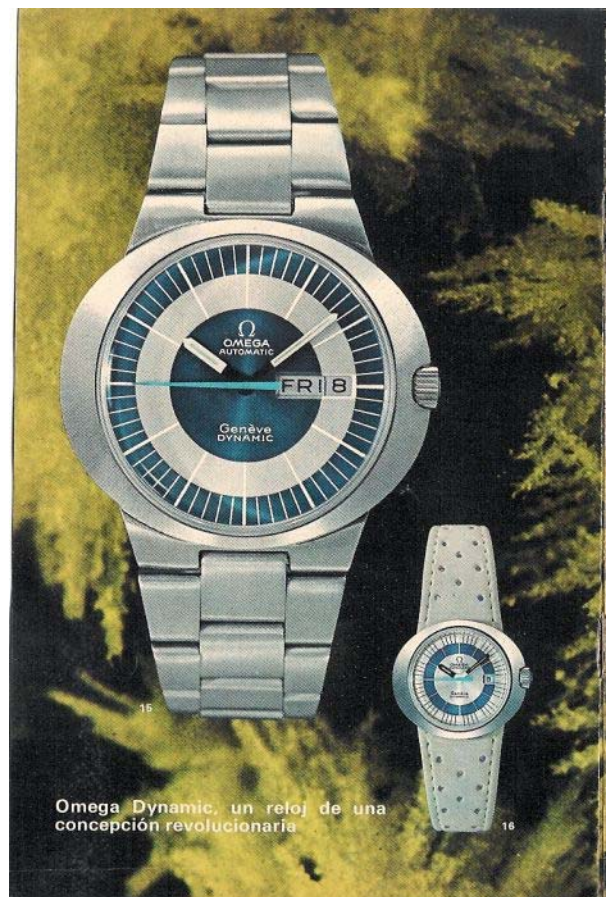
There is an excellent reason even for the holes in the strap of the Dynamic. They air-condition the pores of your skin. The strap itself

is made of Corfam. It looks and feels like leather but takes to the water like a duck.

There are self-winding and hand-wound Dynamics. The choice is yours.

Conceived by Robert Forster and designed by Raymond Thevanaz in 1967, the Omega Dynamic was one of the early explorations of the wristwatch as an 'emotional' and 'image-enhancing' entity, a piece of male jewellery that went beyond simple time-telling to make various statements about its owner. This notion of objects having a significant role in the projection of human identity had been around since the days of Carl Gustav Jung, but the Swiss watch industry was slow on appreciating the marketing opportunities offered by product-identity association. Whether aware of Jungian theory or not, Forster's and Thevenaz's conceptual thinking behind the Dynamic was of the watch as an adjunct to, and statement about, the personality and modernity of the wearer. Later, Nicholas Hayek took this idea to extraordinary lengths with the Swatch phenomenon.

It's worth noting that changes in the design culture at Omega became more entrenched as the tenure of Creations Chief, Pierre Moinat, progressed. There was a real "buzz" in the Creations Department - an energy and excitement brought about by what was happening in the wider world and the boundless opportunities offered in the field of watch design.



The old hypotheses around design playing second fiddle to precision and quality were overturned by a new rationale that elevated sculpture and appearance as equal partners to quality and horological excellence.

While advertising was slightly more subtle in the 1960s, The Genève Dynamic was positioned as the perfect accoutrement to those young moderns with disposable income who were desirous of a quality alternative to the junk fashion watches of the time. The fashion models used to promote the line were on the more upmarket and stylish side: the men had deep tans and lots of bone structure while the women were so layered with cosmetics and eye liners they probably had to sit down frequently to take the weight off their make-up! But, they epitomised the product positioning of the watch, and in the early 1970s the Dynamic became Omega's number one selling watch.

Dynamic Design

While steeped in the design narratives of the time, the Dynamic does not look out of place today as a fashion watch. It has enduring lines and textures that possess a timeless appeal. As alluded to earlier, the design culture at Omega was the perfect medium for innovation in watch design, and the Dynamic represents a significant and indeed successful attempt to advance both the design and functionality of the wristwatch.

The elliptical shape of the case emerged from a serious exploration of the anatomy of the wrist and how the styloideus ulnae causes a wristwatch to not sit firmly into the wrist. Computers were used to create an 'ergonomic' dial with concentric time zones for easy reading of the hour, minutes and seconds, made even more effortless by the use of colour contrasted hands.

The case was 'monocoque', or one-piece, eliminating a major cause of moisture incursion - that of faulty case-back seals. The crown and crystal were hermetically sealed allowing water resistance to 30 metres. The crown was chased into the body so as to not break the aero-"dynamic" lines of the case, which, incidentally, was the inspiration for the name of the collection.

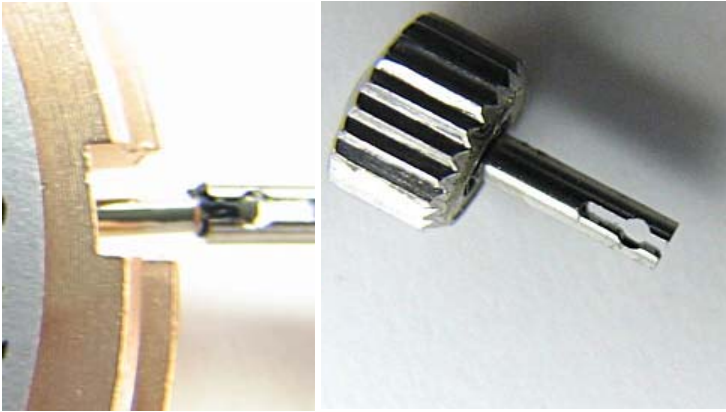
To produce the original cases, Omega worked with Fernando Fontana at the Lascor Case Factory in Sesto Calende, a town located in the province of Varese in the Lombardy region of northern Italy. Omega often turned to Fontana for quality case work and later commissioned Gerald Genta to work with Fontana on the case design and production for the first Louis Brand series in 1984.



Calibre 565 Dynamic with grey hour ring and matching corfam strap



Calibre 601 hand-wound model. Model number 135.0033



The movement was accessed by applying force to and separating the crown end of a two-piece crown stem, as shown opposite. A special tool (107) removed the crystal. The dial and movement were rotated 30 degrees anti-clockwise, and by up-ending the case, the movement would fall out.



The case design also incorporated an innovative approach to securing the watch band by the fashioning of a circular groove in which to sit the strap or bracelet and securing the band with a steel screw-in ring. This allowed a quick change between the strap and stainless steel bracelet. A plastic key came with the Dynamic kit to screw or unscrew the ring.

From an Omega brochure demonstrating the procedure for changing the watch strap. Courtesy Omega Museum

Further evidence of the imagination invested in the design of this watch was the corfam strap. Made of a porous synthetic material, it was punched with 30 aerating holes to allow the wrist to breathe, and was widened near the watch head to facilitate a very snug attachment to the wrist.



When first released, the Genève Dynamic was available in twenty-four colour combinations on the dial, supported by twelve different straps, including black, deep royal blue, rich red, camel, beige and powder blue. Brushed stainless steel and gold plate bracelet ensembles were available at point of sale as optional extras.

Model 135.0033, 17 jewel calibre 601, charcoal dial with applied faceted markers

In 1969, the Omega Dynamic was awarded a prize by the jury of the first biannual Swiss industrial design competition against 250 competitors.

Case Styles

There are two distinct case styles for the Omega Dynamic 1 collection. The first and most collectible style encased movements 552, 565, 601, 613 and 752.

The upper case finish in these models is that of a "radial adoucissage", a quite deeply grained sunburst finish that radiates from an imaginary centre point. The case edges are very sharply defined with the case sides having a vertically applied deep grained, or adoucissage, finish.

The original finish of the upper case can be seen clearly in the photograph opposite where the reflected light shows the deepness of the graining.

In collecting first generation Dynamics, it is important to source examples with cases that retain their original finish, because a large part of both the charm and collectibility of these watches is connected to original finish and sharpness of line.

Examples where the case finish has been obliterated and the edges rounded through wear or polishing must be heavily discounted, or perhaps avoided, by the astute collector.

The case back was of a linear adoucissage (graining or softening) finish, and the ring was a radial grained finish. Always stamped at 6 o'clock were the words "Tool 107" and "Waterproof" as shown opposite. Notice also where the gold plating ends

The second generation of Dynamic 1 cases were powered by calibres 1481, 1012 and 1022. As shown below right, the case was still of the elliptical shape, but highly polished. The chasing for the crown was not as severe and the case lacked the sharp demarcation lines of the original series. They have their own charm and quite a following.

In 1971, Omega began slowly to integrate the Dynamic range into the De Ville collection and this, in hindsight, has created a problem for collectors of these later models because of the interchangeability of the elliptical case.

Supplies of replacement cases, dials and hands for both the De Ville and Geneve versions are still available, and unscrupulous watchmakers (particularly in Asia and the U.S.) are sourcing used 10xx series movements from worn out old bangers, coupling them with new case/dial/hands ensembles and selling them as 'New Old Stock'

Many of the so-called NOS second generation dynamic models on eBay are of this ilk, and so it behoves buyers to insist on detailed pictures of the inner case and movement to ensure that the movement is as pristine as the case. Wear marks on the rotor, burred screws, discolouring of the copper/beryllium plating on the movement and signs of rust on the steel parts of the movements are reliable indicators of the work of a Frankenmeister.



As a rule of thumb, if these so-called New Old Stock models do not have box, strap key and papers, it best to avoid purchasing them. Arguably, if there were a genuine cache of NOS models, the likelihood of guarantee certificates, handbooks, strap keys and tags would be high, because they were part of the inventory of each single delivery of the watch.

One of the more uncommon Dynamic 1 second generation models was case 166.0187, seen opposite. Powered by a calibre 1012, it had a rounded square case with a key-bolt compressor case back. Available in both stainless steel and gold plated versions, fewer of these models were produced. While a bona-fide member of the collection, they do not have the sculptural allure of the elliptical models and pay only lip service to Dynamic concept.



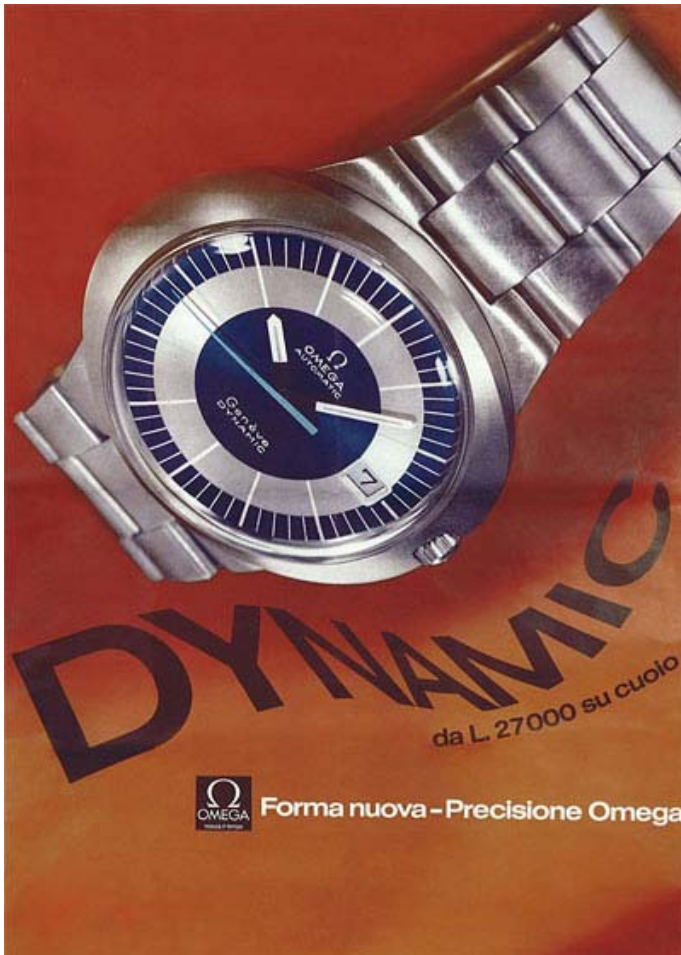
As mentioned earlier, the De Ville name came to be associated with the Dynamic in some of the later iterations of the collection, before the name Dynamic was dropped altogether and further models introduced wore the De Ville livery. Bearing the case numbers 166.0144 (elliptical), 166.0145 (cambered square) and 166.1046 (circular), these models, shown opposite and below, are also often paraded as NOS on eBay and, again, extreme caution is recommended because of their frankenwatch potential.



The De Ville models were a study in minimalism, a worldwide reaction against some of the more excessively kitsch design fads seen in the late 1960s and early 1970s.

The cases were highly polished and the dials lacked the character and novelty of the early Dynamic range. Often, the de Ville models are touted quite erroneously as 'rare', when, in truth, they do not conform to any reasonable definition of rarity, set apart as they are from the original design concept





Dials

During the life of the Dynamic 1, many different colours and types of dials were available, too many to feature in this essay. The collection began with the signature computer-generated 'ergonomic' dials and expanded to include deluxe dials with applied Omega symbol and faceted markers, adding a premium to the retail price.

The most admired and sought-after dials are those featured in the earliest of the Dynamic collections. They represent the 'purity' of the Dynamic concept, very much like the first model of a motor car series that goes on to become a classic. "The bulls-eye" dials appear to have a special place in the heart of collectors, the royal blue version with brush silvered inner ring starring in many advertisements of the time, as did its reverse image seen below left.

As the earliest Dynamics are more than forty years old, refinished dials are now a matter of course. As with other vintage watches, refinished dials may discount the value of the watch by up to thirty percent.

The easiest way in which to determine dial originality is through the examination of the Omega script and a close examination of the Geneve Dynamic lettering. The uppercase script on the dial is the standard for the period.



The fully rounded O, the double chevron M, a 'G' that appears almost circular in shape and the pointed 'A' in Omega are good indications of authenticity. Flat top 'A' letters in the automatic script, along with the fully circular 'O' and a 'C' that looks like a broken 'O' are the means in which to confirm script originality. In examining the Geneve and Dynamic lettering, the G is identical to the Omega script, the e letters could be joined to form a circle and the accent above the 'e' is equidistantly placed. The Dynamic lettering has serif font, particularly on the 'Y', 'N', 'A', 'M' and 'I'. The script is also finely printed and is not thick as is seen in many refinished dials.

Hands

There are some rules of thumb that may be applied to hands, although there are exceptions to the rule. (1) Blue sweeps will always appear on dark and light blue with contrasting silver dials and also dark blue metallic dials. (2) Red sweeps will appear on charcoal coloured dials and often on white and Grand Prix dials. (3) White sweeps will appear with darker two tone dials such as grey and gold and grey and white, maroon and white, etc.

Generally, hour and minute hands will be white, however on some metallic dials the hands will be the same metal as the case, e.g. gold plate cases with metallic gold and grey dials. Black skeletonised hands are often combined with white and lighter dials. On this page is a range of combinations known to be original.



From left to right: red dialled calibre 613 hand wind, silver/charcoal grey 613 hand wind, calibre 752 automatic, calibre 613 Grand prix dial and calibre 552 white dialled automatic



From my collection - Model 166.0039: Calibre 565 automatic with blue "bulls-eye" dial. Original finish case and dial with luminous hour markers and hands

Overleaf is a table of all known Omega Dynamics. One of the rarest Dynamics is the 6165B/6196, a date only model powered by the 17 jewel calibre 560, of which it is believed less than 300 pieces were made.

Omega Genève Dynamic Mens International Collection

1967 Reference number: 165.0039

MOVEMENT Calibre number: 552 24 jewels Central sweep-second hand. International Collection: 1967-1974	DIAL Different types of dials available, with luminous hands. Rivetted markers optional extra	CRYSTAL Armoured hesalite	BRACELET Corfam or SS bracelet 1153/138	WATER RES 30 meters	CASE Stainless steel (case opening on dial side)	FUNCTIONS
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1967 Reference number: 166.0039

MOVEMENT Calibre number: 565 24 jewels Central sweep-second hand. International Collection: 1967-1979	DIAL Different types of dials available, with luminous hands.	CRYSTAL Armoured hesalite	BRACELET Corfam or SS bracelet 1153/138	WATER RES 30 meters	CASE Stainless steel (case opening on dial side) Also available in 18k solid gold or 14k Gold Cap	FUNCTIONS Date
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1968 Reference number: ST 135.0033

MOVEMENT Calibre number: 601 manual winding 17 jewels. International Collection : 1968-1971	DIAL Different styles available, with luminous hands. Rivetted markers optional	CRYSTAL Armoured hesalite	BRACELET SS bracelet 1153/138	WATER RES 30 meters	CASE Stainless steel Unishell (case opening on dial side)	
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1968 Reference number: ST 136.0033

MOVEMENT Calibre number: 613 17 jewels Central sweep-second hand. International Collection : 1968-1972	DIAL Different styles available, with luminous "stick" hands.	CRYSTAL Armoured hesalite	BRACELET Corfam or SS bracelet 1153/138	WATER RES 30 meters	CASE Stainless steel Unishell (case opening on dial side)	FUNCTIONS Date
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1969 Reference number: ST 166.0079

MOVEMENT Calibre number: 752 24 jewels Central sweep-second hand. International Collection : 1969-1974	DIAL 1. Painted or standard 2. With riveted hour markers Both with luminous metal hands Many different dial colours	CRYSTAL Armoured hesalite	BRACELET Corfam or SS bracelet of ref. 1153/138	WATER Res 30 meters	CASE Stainless steel (case opening on dial side) Also available in 14K Gold Cap	FUNCTIONS Day-date
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1972 Reference number: ST 166.0107

MOVEMENT Caliber number: 1481 With central sweep-second hand. 21 jewels International Collection : 1972-1978	DIAL Metallic, with luminous metal hands	CRYSTAL Armoured hesalite	BRACELET Stainless steel ref. 1153/138	WATER RES 30 meters	CASE Stainless steel highly polished case Screw-in Full metal Also available in gold cap	FUNCTIONS Date
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1967 Reference number: ST 166.0108

MOVEMENT Calibre number: 1022 - 23 jewels Central sweep-second hand. International Collection: 1972 - 1976	DIAL Different types of dials available, with luminous hands.	CRYSTAL Armoured hesalite	BRACELET Corfam or SS bracelet 1153/138	WATER RES 30 meters	CASE Stainless steel (case opening on dial side) Highly polished case	FUNCTIONS Day Date
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1967 Reference number: ST 166.0175

MOVEMENT Calibre number: 1012 - 23 jewels Central sweep-second hand. International Collection: 1974 onwards	DIAL Different types of dials available, with luminous hands.	CRYSTAL Armoured hesalite	BRACELET Corfam or SS bracelet 1153/138	WATER RES 30 meters	CASE Stainless steel (case opening on dial side) Highly polished case replaced 166.0039 and 166.0107	FUNCTIONS Date
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1973 Reference number: ST 166.0187						
MOVEMENT Calibre number: 1012 - 23 jewels Central sweep-second hand. International Collection : 1973-1975	DIAL Metal, with "index" hour markers and "stick" hands.	CRYSTAL Hesalite	BRACELET Corfam	WATER RES 30 meters	CASE Stainless steel rounded square case Key-bolt compressor case back Also available in 14k gold plate	FUNCTIONS Date
US Dynamic						
1967 Reference Number: 6165B/6196						
MOVEMENT Calibre number: 560 17 jewels Central sweep-second hand. US Collection only 1967	DIAL Different types of dials available, with luminous hands.	CRYSTAL Armoured hesalite	BRACELET Corfam or SS bracelet 1153/138	WATER RES 30 meters	CASE Stainless steel (case opening on dial side)	FUNCTIONS Date
Men's De Ville Dynamic Range						
1973 Reference number ST 166.0144						
MOVEMENT Calibre number: 1022 - 23 jewels Central sweep-second hand. International Collection : 1973 - 1975	DIAL Metal, often with no chapter ring (although some have a simple minute index) and contrasting stick hands.	CRYSTAL Hesalite	BRACELET Corfam	WATER RES 30 meters	CASE Stainless steel elliptical case with mirror polished upper case, satin brushed sides. Optional bracelet ref. 1218/151	FUNCTIONS Day-Date
1973 Reference number ST 166.0145						
MOVEMENT Calibre number: 565 - 24 jewels Central sweep-second hand. International Collection: 1971 - 1979	DIAL Metal dial, generally no chapter ring with contrasting stick hands Different colour dials were available.	CRYSTAL Armoured hesalite	BRACELET Corfam or SS bracelet	WATER RES 30 meters	CASE gold plated or Stainless steel cambered square case (case opening on dial side) with mirror polished upper surface, sun brushed bezel and satin brushed sides. Optional bracelet ref. 1153/138 for the gold-plated version and 1153/138 or 1218/151 for the SS version. Not rare	FUNCTIONS Date
1971 Reference number ST 166.0146						
MOVEMENT Calibre number: 1012 - 23 jewels Central sweep-second hand. International Collection : 1973 - 1975	DIAL Metal, often with no chapter ring (although some have a simple minute index) and contrasting stick hands.	CRYSTAL Hesalite	BRACELET Corfam	WATER RES 30 meters	CASE Stainless steel round case with mirror polished upper case, satin brushed sides These are often erroneously described as rare' Optional bracelet ref. 1153/138 for the gold- plated version and 1153/138 or 1218/151 for the SS version	FUNCTIONS Date