

THE PARMIGIANI FLEURIER SPIRIT AWARD

SUPPORTING YOUNG ROWING TALENT AROUND THE WORLD

University rowers now have their very own rowing distinction: The Parmigiani Spirit Award. This prize, sponsored by Parmigiani Fleurier, encapsulates the core values of rowing – teamwork, fairness, determination – and recognizes the achievements of a new generation of rowers. Each year, the winner is the most deserving rower who has not only demonstrated exceptional success in his or her rowing career but also enabled it in the lives of others.

The Parmigiani Spirit Award is open to students around the world and the inaugural prize in 2013 went to 21 year old James Cook, a mechanical engineering student at the University College of London (GBR).

Cook was chosen from a total of 25 nominations representing 12 countries. He has dedicated countless hours coaching young rowers while training at the elite level and studying tirelessly. He also played a key part in the Row Zambezi Expedition, which raised money for a clean water charity, Village Water.

Cook was awarded a Tonda 1950 watch, hand-crafted by Parmigiani Fleurier, and his club received a custom-made Filippi eight racing shell. James Cook selflessly chose to offer this brand-new boat to the women's eight crew of his rowing club (University of London Boat Club) instead of keeping the boat for the men's team.

The nomination process for the 2014 Parmigiani Spirit Award will open on March 20th and every party involved looks forward to receiving nominations for student rowers who demonstrate the core values of rowing in their daily life.

Parmigiani Fleurier joins World Rowing in supporting all rowing scholars around the world and will always strive to ensure that today's young talents are recognized and their values are shared for a bright future.

“Parmigiani Fleurier is proud to support rowing and its unique spirit around the world. This partnership between an Haute Horology watchmaker and World Rowing is a perfect way to reaffirm the values shared between us. Both of us are dedicated to a unique goal: reaching our personal objectives and breaking the limits with our partners.”

Jean-Marc Jacot – CEO of Parmigiani Fleurier

THE TONDA 1950

Simple shapes and pure lines. The Filippi eight racing shell and the Tonda 1950 timepiece that were presented to James Cook and the University of London Boat Club for the inaugural Parmigiani Spirit Award both have aesthetics that seem obvious to the mind, almost simple. But looks are deceiving and the quest to harmony and effectiveness is in fact a very long and arduous path. At the Filippi manufacturing headquarters and at the Parmigiani Fleurier workshops alike, documentation, research and analysis are the key developments at any stage of the process.

Behind the scenes of the Tonda 1950 watch

The timepiece on James Cook's wrist is the archetypal model of Parmigiani Fleurier. One could say that the Tonda 1950 contains the brand's core DNA – and only that.

“Simplicity” is often mistaken for “simple” when it is in fact quite the opposite. The design work underlying the Tonda 1950 was a methodical and arduous task which consisted of stripping the brand's codes and embellishments right down to the quintessence of its visual identity; finding the right note, the perfect curve that would be pure without being bare, simple but not simplistic.

Design, much like rowing, is a matter of discipline and rigour and the Tonda 1950 is the result of a methodical research for harmony.

BUILDING A FILIPPI BOAT

Any boat that Filippi has built started with the study of the existing rowing craft in terms of fluid physics theory and a careful analysis of its keel. This research process establishes the base of construction directives for a new boat and the starting point from which to refine it according to the unique factors that will govern its purpose. The height and weight of the athletes, their physiological condition and build, their level of competition – every step of manufacturing from then on at Filippi is made-to-measure to suit these specific features.

After the unique moulds and stampings have been established, the manufacture focuses on the interior of the boat, its “second skin” according to Filippi engineer Alessandro Placido. Then the team inserts the inner structure and begins the careful stages of assembling, painting, laminating and finishing. Throughout the entire project, attention is always focussed on the ergonomics of the whole craft. Any stage of manufacturing can affect the boat’s buoyancy and waterline so that each action requires complete accuracy and surveillance. If the slightest imprecision occurs, there will be a gap or a slackness in the frame that will irreparably affect the boat’s performance.

This is where authentic craftsmanship distinguishes Filippi from mere industrial production . The lines that seemed so simple and obvious at the start are in fact overflowing with careful study and work. The true added value of a Filippi boat is embodied by this philosophy.