

PRESS RELEASE

September 2026

GENUS × ATELIER STAUFFACHER × TAD KOZH

“Les Flux du Temps”

An exclusive creation in Grand Feu Cloisonné enamel to be unveiled at Geneva Watch Days 2026.

At a Glance

For the first time, the Geneva-based watchmaker GENUS is venturing into the art of Grand Feu enamel. Named “Les Flux du Temps,” this exclusive creation is the work of enamel craftsman and designer Matteo Stauffacher, produced as part of a collaboration led by the Tad Kozh Association, which is dedicated to preserving and passing on watchmaking expertise.

Limited to just 5 pieces, the watch will be unveiled during the Geneva Watch Days and displayed at the GENUS booth.

**You are cordially invited to come discover this creation at the Hôtel Beau-Rivage Geneva,
Suite 422 on the 4th floor.**

The Artisan: Matteo Stauffacher

Matteo Stauffacher, Grand Feu enameller and Designer based in Lausanne, trained under Anita Porchet, a leading figure in the art of enameling in Switzerland. For this creation, he was granted complete creative freedom: he was invited to interpret the GNS2 model and GENUS's singular watchmaking philosophy through his own artistic language.

Unbound by any constraints, the designer drew upon his personal world to create a motif that resonates naturally with the brand's DNA. The result goes beyond a mere decorative exercise: it is a true fusion of contemporary watchmaking and traditional craftsmanship, where enamel becomes an integral part of the watch's identity rather than a mere ornament.

The Technique: Grand Feu Cloisonné Enamel

Exacting Grand Feu enamel adorns all the displays on “Les Flux du Temps”. The two half-moon dials that frame the watch face are crafted using the Cloisonné technique, while the hour and minute displays are executed using the Champlevé technique.

Grand Feu enamel and Cloisonné are among the most demanding artistic crafts in watchmaking. Cloisonné involves drawing and delineating each area using fine 24-karat gold wire—the “cloison” or segmented space— is meticulously secured to the dial's surface. Enamel powder is then applied in these spaces and fired at temperatures exceeding 800 °C. Firing after firing, the material transforms, the color gains depth, and its brilliance is revealed. This is work requiring extreme precision, where every movement is executed to the nearest tenth of a millimeter, leaves no room for error or correction.



The Project: “Les Flux du Temps”, meaning the flow of time

The 18K gold half-moon dials feature a Cloisonné design handcrafted from 12 cm of 24K gold wire which is 0.2 mm wide. This choice serves to generously highlight the metal’s brilliance and gives a strong identity to the waves that symbolize the flow of time.

The dial combines ten colors of transparent enamel, and each half-moon requires between eight and ten firings. The enamel is then hand-polished to achieve a mirror finish that reveals the full depth and brilliance of the material.

The production of the enameled components for this unique creation required more than 100 hours of work.

“I had always dreamed of sitting down at a table with a watchmaker and saying, ‘Now, let’s try to create something we’ve never done before.’”

Matteo Stauffacher

The Brand: GENUS

Founded in Geneva in 2019, GENUS has made a name for itself by defying the conventions of traditional watchmaking. The independent brand designs and assembles its timepieces in its Geneva suburb workshop.

GENUS made a name for itself with the launch of GNS1.2, which won the “Mechanical Exception” prize at the Grand Prix d’Horlogerie de Genève (GPHG 2019), recognizing its patented orbital movement. The brand has abandoned traditional hands in favor of moving elements that traverse the patented display complication, offering a time-reading experience that is fluid, poetic, and hypnotic.

The GNS2 Model

Unveiled in 2024, the GNS2 builds on the iconic movement of the GNS1 while adopting a redesigned, more streamlined, and symmetrical time display. True to the brand’s signature style, it too dispenses with hands: the hours and minutes are indicated by free-moving moving elements. The outer elements mark the hours, while those tracing the patented “figure-eight” path—a recurring motif at GENUS—count down the minutes and create a perpetually moving representation of the passage of time.

The GNS2 watch is powered by the Manufacture Caliber 260Rh-2, a hand-wound movement entirely designed and developed by Master Watchmaker Sébastien Billières and assembled in GENUS’s Geneva workshop. Composed of 285 parts, it beats at 18,000 vibrations per hour (2.5 Hz) and offers a power reserve of approximately 50 hours. The creation “Les Flux du Temps”, built on this mechanical foundation, serves as the canvas for Matteo Stauffacher’s Grand Feu Cloisonné and Champlevé enamel work.

“I could never have imagined taking on a project which included moving, articulated enameled pieces.

That’s the beauty of this kind of collaboration—the artist’s inspiration combined with our thirst for uncharted territory. From Matteo’s very first sketch, I knew we absolutely had to take on this challenge.”

Sébastien Billières

The Association: The Story of Tad Kozh

Tad Kozh is a nonprofit organization founded by Alix and Baudouin Van Es, and based in the Canton of Geneva. Their Association is dedicated to preserving and passing on watchmaking expertise as part of the effort to safeguard intangible cultural heritage.

www.genuswatches.swiss | www.tadkozkh.com

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Baudouin and Alix share a conviction: watchmaking is not merely about mechanical complications. It is first and foremost about people, about skills passed down through generations, and about preserving knowledge.

Fascinated by the men and women who bring watchmaking to life, they launched the media platform Tourbillon Watch in 2019 to honor them. Driven by this commitment and the example set by their elders, they launched Tad Kozh (which means “grandfather” in Breton) in 2026: a bridge between generations, between tradition and renewal, and between collectors and artisans.

Through two annual collaborations, the Association brings together a watch manufacturer and an artisan to create a joint piece, with the aim of highlighting an artistic craft and ensuring its promotion and preservation. The artisan becomes a co-creator: they analyze the watch brand’s DNA and propose creative concepts. Only 5 to 10 pieces per edition will be produced and sold by subscription.

Every participant in the collaboration reaps the benefits. For the watch brand, it means exploring a new art form. For the artisan, it means freely expressing their full technical capabilities. For the collector, it means owning a deeply meaningful object and enjoying a unique experience.

“People, technical challenges, and the passing down of knowledge—these are at the heart of the Tad Kozh Association. Above all, it is a human and creative adventure. Ego must give way to the art of watchmaking and the preservation of manual craftsmanship.”

Alix and Baudouin Van Es

“Les Flux du Temps” exemplifies this approach by placing the art of Grand Feu Cloisonné enamel at the heart of a contemporary timepiece.

The Watch at a Glance

Name of the creation:	“Les Flux du Temps”
Watch movement:	GENUS GNS2
Enamel artisan:	Matteo Stauffacher, of Atelier Stauffacher
Artistic craft:	Grand Feu Cloisonné and Champlevé enamel • Half-moon dials in Grand Feu Cloisonné enamel • Hour and minute displays in Champlevé enamel
Limited Edition:	5 pieces only
Price:	CHF 83,000 (excluding taxes)
Unveiling:	Geneva Watch Days 2026 — GENUS booth

Press Contacts

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