PICTO®

DANISH DESIGN ICON
SINCE 1984

Ever since the first mechanical clocks were made in the 1200s, they have consisted of a face and two hands. Until Steen Georg Christensen and Erling Andersen set out to challenge the traditional understanding of a mechanical watch. The year is 1984. Steen and his partner Erling had a mission: to design a watch that challenged traditional thinking. The watch should be as minimalistic as possible and only consist of a dial and one hand.

The result is PICTO®. PICTO® means picture and is the world's first wristwatch that displays time as a pictogram – or an icon of time in perpetual motion. With its clean, minimalist graphic lines, PICTO® sets a new standard for the way of showing time. The hour is marked with a dot on the rotating dial, while the minutes are indicated by a conventional hand. A technical design that is unique for a watch and which was the first of its kind. More than 40 years later PICTO® still manages to stand out with their revolutionary dial.

Heart & Grace is the exclusive distributor in AU & NZ of the licensed PICTO® watch collection from The Copenhagen Watch Group (CWG) of Denmark.

CWG's core focus is exquisite Danish watch design. Their legendary design products are supplied to watchmakers and customers worldwide.

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a new way of showing time...

EXPRESS YOURSELF

Each watch comes with either a silicone, genuine leather watch strap or mesh band, made of 316 stainless high-grade steel.

Each strap is interchangeable, and depending on whether you choose a silver, gold, rose gold, black mesh or even a colourful leather or silicone band for your PICTO® watch, you can easily swap it around for one of the many other colour options available.

FORM MEETS FUNCTION

30CM & 40CM CASE SIZES AVAILABLE

Choose whether you want a watch dial measuring 30cm or 40cm. With your PICTO® watch, size is all up to you. All watches are unisex with a clean minimalist design.

COLOUR IS THE FINISHING TOUCH

Bursting onto the watch scene with colour, PICTO® watches leave you in a brighter mood. Whether you favour the clean black. white and grey minimalist look, or that spontaneous pop of colour, each watch can be customised to your suit your unique personality. Simply take your pick from a rainbow of colours.