

## SARPANEVA

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### SARPANEVA WATCHES RECEIVES TWO GOOD DESIGN AWARDS

Sarpaneva Watches has been honoured with two GOOD DESIGN awards by The Chicago Athenaeum: Museum of Architecture and Design, for the limited edition of Sarpaneva Korona K3 Black Moon wristwatch and for its product identity.

Sarpaneva Korona K3 Black Moon is the first mechanical wristwatch to indicate the invisible and ever mysterious new moon, the dark opposite of the full moon. Limited to 20 pieces, each watch comes with a hand-bound book "Black is the Moon". Inspired by the endless melancholy of the dark Finnish winter, the book retells the story of Lilith, the seductive temptress of an ancient legend who preys on unwitting men during the new moon. First unveiled in January 2009, the Black Moon continues to attract watch enthusiasts and exhibitors worldwide.

The GOOD DESIGN Awards, founded in Chicago in 1950 by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr., is one of the world's oldest and most prestigious competitions for new product design and graphics. The 2009 GOOD DESIGN Awards are listed at The Chicago Athenaeum's website at [www.chi-athenaeum.org](http://www.chi-athenaeum.org).

### SARPANEVA WATCHES

All Sarpaneva watches are designed and handcrafted by Stepan Sarpaneva himself. Born in 1970 to a Finnish family with a long heritage of craftsmanship, Stepan Sarpaneva's ambition is to create unique design, fusing timeless elegance with Scandinavian simplicity. Based in Helsinki, Finland, Sarpaneva Watches manufactures mechanical timepieces of outstanding quality, created in the spirit of the traditional watchmaker's art.