



hora
TEMPUS

TIME TO
COLLABORATE
Your Art. Reimagined Through Time



Your work. A new direction.

Hora Tempus collaborates with selected artists and photographers to transform distinctive works into beautifully made, limited edition timepieces.

This is not simply the reproduction of an image onto a clock face. It is a considered creative process in which artwork, composition, materials, hands and the passage of time become part of one finished piece.





Artists supported by **experience.**

Hora Tempus was created from a shared passion for art, design and clockmaking.

Developed by the team at Good Directions Ltd, we draw upon more than 30 years of experience designing and manufacturing clocks for clients throughout the world.

Our Creative Director, Design Director and Production Artist work together to turn an artistic idea into a beautifully resolved and reliable timepiece.



From artwork to **timepiece.**

Discover: Together, we select an existing work or explore an original concept.

Design: We consider scale, composition, hands, hour positions, materials and finishes.

Develop: Digital studies and prototypes allow the design to be refined collaboratively.

Craft: Each approved clock is made, assembled and carefully inspected in Britain.

Present: Every piece is individually numbered and supplied with a plaque and certificate.





Creativity without constraint.

No two collaborations need to follow the same format. Each timepiece is developed around the artwork, the artist and the story it is intended to tell.

We can create clocks from approximately 100 mm to 5000 mm in diameter, working with materials ranging from glass, metals and natural stone to timber, acrylic and printed surfaces. Materials, textures, finishes and manufacturing techniques can be combined to give each collection its own distinctive character.

A timepiece may be battery powered for simplicity, mains powered for larger or more technically demanding designs, or operated through one of our specialist control systems.

Our controllers allow a creation to move beyond the conventional display of hours and minutes. Hands, discs, rings or other elements can rotate at different speeds, follow programmed sequences or mark longer periods of time, opening up possibilities for kinetic art and entirely new ways of expressing time.

From an intimate wall clock to a commanding architectural centrepiece, the scale and construction are determined by the creative idea rather than a fixed product specification.

DIFFERENT MATERIALS | DIFFERENT SCALES | DIFFERENT EXPRESSION OF TIME



Strictly limited. Individually recognised.

Each collaboration would normally be limited to just 25 individually numbered timepieces.

The collection could include:

- The artist's name with a printed or original signature.
- Individual edition numbering, complete with certificate and plaque.
- Literature telling the story behind the work.
- A Hora Tempus maker's mark.
- Special finishes or details developed for that particular collection.
- Where appropriate, unique version commissions could be considered alongside the principal edition.





The collaboration.

Hora Tempus manages the product development, design adaptation, prototyping, manufacture, packaging, website presentation, customer orders, insured delivery, customer service, royalty reporting and payment.

The artist remains involved in the creative development and approves the finished design before release.

A mutually agreed royalty would be paid for each clock sold.

Detailed commercial terms, image rights, exclusivity, signatures, promotional activity and approval arrangements would be agreed before production, as laid out in our Artist Edition Licence and Collaboration Agreement.

MADE TO MARK TIME
AND MADE TO LAST



Time is our passion.
Art is yours.

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Made in Britain