

nobody
really needs
a clock

LEFF
a m s t e r d a m

Nobody really needs a clock.

That's why our clocks tell interesting stories, not just the time.

We are not artists, but spend our lives in the pursuit of functional beauty.

In the tradition of dutch design, we believe that concept is king.

In everything we do, we strive to meet the highest possible standards.

If that means changing the way things are done, so be it.

We respect tradition, but challenge convention.

We are LEFF amsterdam, clock masters since 2011.



From left to right: Dennis, Arno and Erwin

LEFF amsterdam

The fact that the Dutch word 'leff' is derived from the Hebrew word for heart and their studio is located in the heart of amsterdam was not the only reason why brothers Arno and Dennis Ruijzenaars and designer Erwin Termaat named their brand LEFF amsterdam.

More important to them was that the Dutch meaning of this word stands for doing something that others don't dare to do, like pushing boundaries and going against the grain. Because who in the world would start making clocks these days, while time is all around us?

Arno: "Well, we would. Because we think clocks are amazing products; they are technical instruments and can be art pieces at the same time. But most of all, because nobody really needs a clock. This challenges us even more to create something beautiful that everyone wants to have.

LEFF amsterdam's products are available in the finest stores and museum shops worldwide, such as the Stedelijk Museum Amsterdam, the Museum of Contemporary Art in Sydney, Selfridges and Paul Smith in London, Le Bon Marché in Paris, Design Republic in Shanghai and La Rinascente in Milan.

designers



piet hein eek

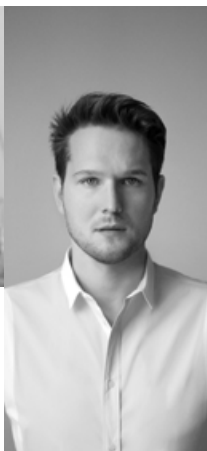
Piet Hein Eek is usually noted alongside the scrapwood furniture that made him famous throughout the world, but the Dutch designer is more, much more allround. Without being held back by rules or habits, he designs and manufactures furniture, lighting and accessories, but also complete interiors.

Piet Hein Eek: "Everything we create is made with special care and attention. Every product has a story to tell. I call them fairy tales."



richard hutten

Whether I design a post-stamp or a complete building, the procedure is always the same. Creating a design is a thought process for me. During this process, many different questions are reviewed: Where will the object be used? Who will be using it? How can it be used? How can it be made surprising and innovative? When these questions are answered, the first drawings and sketches are made. In the end I do a reality-check by creating a prototype.



sebastian herkner

Responsibility is a big topic in my work and my process of product design. At the beginning is always the question of need. Material, craftsmanship and technology are important considerations when creating solutions which don't respond to trends, but rely on usability and sustainability.



kranen/gille

Jos Kranen and Johannes Gille, the duo behind the Dutch design studio Kranen/Gille, have been successfully joining forces since 2007. In their work, the two designers combine different disciplines, craftsmanship and industrial techniques to create engaging design objects.



robert bronwasser

As an industrial designer; I want to make ordinary products extraordinary both in form and function. I design everyday products that are familiar and logical, but with their own unique character: My vision on design is clear: a good product has the right looks, is smooth to use and cool to have.



wiebe teertstra

With years of experience in designing and developing clocks, I designed a serie of clocks for the basic collection of LEFF amsterdam. In these designs I put the emphasis on the readability and neutral appearance of the clock. I believe that true design can last for years when choosing simple shapes and high quality materials as a startingpoint.



erwin termaat

LEFF amsterdam's in-house designer Erwin Termaat creates interpretable and unobtrusive products, often inspired by industrial aesthetics from earlier times. With his background in industrial design, his designs fuse creativity and technology, using the best of both worlds. Erwin Termaat: "As a design engineer I try to achieve distinctiveness through details and subtleties. I prefer using form and concept as starting points, rather than function and materials. Often this asks for clever solutions which, sometimes unexpectedly, contribute to the final product."



reinhard dienes

My work is always inspired by three principles; the function, the materials and the details of the everyday object. The shape and structure of the wyzer are inspired by PET bottles.

The properties of this plastic enable the hands to be extremely light and thin, yet with great stability.



tubewatch

This design merges Piet Hein Eek's unparalleled vision with LEFF amsterdam's pursuit for functional beauty, creating an amazing collection of refined, yet tough and industrial watches. As opposed to the original tube table clock, where the aesthetics are a result of the concept, the tube watch used the extruded ring as a starting point for the design. The quality materials and the industrial appearance of the dial give this watch its refined yet tough and raw character. Both watch models, the D42 with leather strap and the S42 with a steel band, show a different interpretation of the iconic watch face.

designed by piet hein eek in 2015



tubewatch

The wristwatches are the newest addition to the tube series, a collection the renowned Dutch designer Piet Hein Eek created for LEFF amsterdam in 2014. The table clock Eek initially designed for LEFF amsterdam, the tube clock, has a very iconic, extruded ring that functions as the clock's face. This beautifully unique design asked for a more prominent role, and so the idea for a wristwatch arose.

designed by piet hein eek in 2015





PHE





tubeclock

For the tube clock, Piet Hein Eek's starting point was a tube and an extrusion ring. Extrusion moulding is a design technique involving forcing aluminium, or paste for example, through a mould. The extrusion profile is what gives the material its shape. Piet devised a ring like that for the design of the clock face. Often, a good idea can be surprisingly simple. The simplest solutions have not yet been invented. This clock could have been designed a century ago. It is actually a textbook example of the Dutch mentality: the idea of keeping things normal and down-to Earth.

designed by piet hein eek in 2014



tubeaudio

Together with Piet Hein Eek we came up with the idea that if you have a clock on your bedside cabinet, a speaker might be nice alongside it. So we designed a bluetooth speaker in the same shape as the tube clock. You can connect the speaker to your mobile phone, tablet etc. through bluetooth and listen to your favourite music.

The tube audio has the best components available and gives an extraordinarily good sound for such a small object.

designed by piet hein eek in 2014

tubewood

The tube wood finds its origin in how the tube project started off. The initial idea was to create a clock that you could build and modify yourself. But we found the existing clock so beautiful that we developed it further, rather than making it a DIY clock.

It just goes to show how an idea can snowball and turn into something quite different from what was originally intended. This clock would never have existed without the original DIY idea.

The great thing about the end result is that the circular shape is exactly the same size as a standard drill size. Therefore the clock can be integrated anywhere and the DIY element is still maintained to some extent.

To show what's possible with the tube clocks we have made the tube wood, these are wooden beams that make great table clocks when combined with the tube clock. If you put the tube audio on top of it, it becomes an even more beautiful and functional setting.

designed by piet hein eek in 2014





inverse

The inverse is a mirror/clock hybrid that has more to it than meets the eye. The clock face is formed by the see-through shape in the mirror, which also creates a window that reveals the hands. By turning the dial, the 12 position of the clock can be changed. A clever feature that gives you the possibility to hang the clock horizontally or vertically, or make it lean casually against the wall. The warmth of solid oak stands in contrast to the cold appearance of the mirror, making this object suitable for any space.

designed by richard hutten in 2015



base

Designer duo Kranen/Gille initially created the base clock because they believe every designer needs a timepiece in their portfolio, even though they agree with LEFF amsterdam that nobody really needs a clock.

The design of the base clock was inspired by a visual language the designers developed by gathering industrial production archetypes. They took industrially determined shapes and details, and used these characteristics to create a new shape. Since the shape is unique, yet recognisable, the design is open to interpretation. Everyone sees something else, which, to Kranen/Gille, is the definition of a good design.

The base clock is handmade by Cor Unum, a ceramic art centre based in the Netherlands.

designed by kranen/gille in 2015





felt

Sebastian wanted the clock to have a distinctive nature, but with a message. In consideration of time and material usage, this clock is made out of 60% recycled PET.

The PET felt allows a single-step production, offers sound dampening properties and provides a non-obtrusive aesthetic.

designed by sebastian herkner in 2013



felt two

As an accompaniment to his first design for LEFF amsterdam, Sebastian designed the felt two, a standing clock composed of 60% recycled PET felt. This mantel clock is a reinterpretation of the preceding felt wall clock; the different approach of function, material and shape leads to an iconic clock that can stand on its own. When closely viewed, the texture of the pressed felt becomes visibly apparent as a perfect match with the wood structure of the bamboo back cover.

The laser engraving on the bamboo enhances the material, proving that modern technology can still invoke a sense of fine craftsmanship.

designed by sebastian herkner in 2014



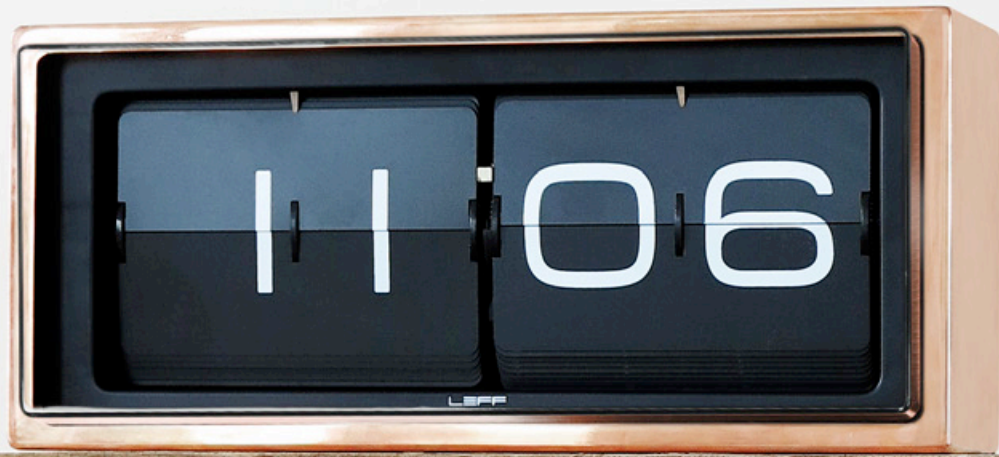




brick

The Brick is a contemporary interpretation of a traditional way of displaying time. Reinvented by using a unique combination of graphics and materials, avoiding it to be subjected to a certain time period. The stainless steel case is welded and brushed by hand which brings this clock to a high level of craftsmanship. This timepiece can be displayed on a surface or hung on the wall, either way it will draw the attention of the spectators.

designed by erwin termaat in 2011



tile

The tile is designed as a minimalistic interior object that can either stand or hang on a wall. The softened square shape in combination with timeless ceramics and contemporary bamboo, gives this clock its subtle character.

designed by robert bronwasser in 2013





scope

This design shows a different perspective on time. Every angle will give a new experience. Erwin emphasized the inseparable elements time and light in the scope. Time is based on light and darkness and so is the shape of this clock. Twelve segments play with light and shadow as you pass.

designed by erwin termaat in 2011

block

Block is an alarm clock with a small but strong appearance. A fusion of aesthetics and functionality, and a compromise between delicacy and robustness.

The design is simple, but with a lot of surprising details. At night the fluorescent hands will become visible and the whole dial can be lit up by pushing the snooze button on top.

designed by erwin termaat in 2013





wyzer

More than two hands, this clock is a graphic composition displaying time. A constantly changing wall decoration for 12 hours long. This clock comes with a high torque german movement to guarantee a perfect and reliable piece of design. Reinhard chose three unique colour combinations to add even more to the character of this design.

designed by reinhard dienes in 2012

tone

The contrast in this design is not formed by the colours itself, but by its finish. A glossy transparent spot varnish is printed on the matte dial to create a so-called ton-sur-ton effect. Depending on the light, the index print is clearly visible, slightly visible or not even visible at all. Let light set the tone.

designed by wiebe teertstra in 2011





one

The design of the one clocks is instantly classic; an iconic design recognised for its timelessness, quality and durability. The brushed stainless steel case combined with the back cover makes this clock feel solid and reliable. Inside, a precise Japanese movement will indicate the right time.

designed by wiebe teertstra in 2011



product overview



LT72101

LT72102

LT72103

tube watch S42 *designed by piet hein eek*

Materials 316L stainless steel
Dimensions Ø42mm/1,65" - thickness: 11,4mm/0,45"
Colours steel, matt black, brass
Lens sapphire glass
Power supply SR626SW battery
Movement japanese miyota 2035 – 3 hand
Water resistance 10 ATM
Year 2015
Warranty 2 year



LT70001

LT70002

LT70003

tube clock *designed by piet hein eek*

Materials stainless steel / brass plated steel / copper plated steel
Dimensions Ø5cm/2" - d. 8cm/3.1"
Colours steel, brass, copper
Power supply 1 x LR44 battery (included)
Movement quartz movement
Year 2014
Warranty 5 year



LT72002

LT72012

LT72022

tube watch D42 *designed by piet hein eek*

Materials 316L stainless steel
Dimensions Ø42mm/1,65" - thickness: 10,6mm/0,42"
Colours steel, matt black and brass in combination with either a black or a brown leather strap
Lens hardened mineral glass
Power supply SR626SW battery
Movement japanese miyota 2035 – 3 hand
Water resistance 5 ATM
Year 2015
Warranty 2 year



LT70011

LT70012

LT70013

tube audio *designed by piet hein eek*

Materials stainless steel / brass plated steel / copper plated steel
Dimensions Ø5cm/2" - d. 8cm/3.1"
Colours steel, brass, copper
Connections bluetooth®, AUX
Power supply built-in rechargeable lithium polymer battery*
Bluetooth range 7 meter
Capacity speaker 3W
Year 2014
Warranty 2 year
**USB cable is included in packaging*



LT72001

LT72011

LT72021



LT70101

LT70102

LT70103

tube wood* *designed by piet hein eek*

Materials natural ash / brown oak / black ash
Dimensions w. 10cm/3.9" - h. 30cm/11.8" - d. 10cm/3.9"
Colours natural ash/steel, brown oak/brass, black ash/copper
Power supply 1 x LR44 battery (included)
Movement quartz movement
Year 2014
Warranty 5 year

**tube wood consists of a wooden block and a tube clock*



LT72102

LT72103

tube watch D42 strap *designed by piet hein eek*

Materials genuine leather
Dimensions please note: the buckle is not included
 22mm/0,87" – 120|80mm / 4,72|3,15"
Colours black, brown
Year 2015



LT90002

LT90001

LT90301

LT90101

LT90201

block *designed by erwin termaat*

Materials brushed stainless steel / copper plated / brass plated case, PMMA lens, ABS back
Dimensions w. 8,5cm/3.3" - h. 8,5cm/3.3" - d. 6cm/2.4"
Colours white index steel, white arabic steel, black index brass, black index steel, black index copper
Power supply 1 x AA battery (included)
Movement alarm movement
Year 2013
Warranty 5 year



LT15001

LT15101

LT15301

brick *designed by erwin termaat*

Materials brushed stainless steel / copper plated case, PMMA lens, ABS back
Dimensions w. 36cm/14.17" - h. 15,7cm/6.2" - d. 12,8cm/5"
Colours steel/white, steel/black, copper/black
Power supply 2 x D battery (included)
Movement flip movement
Year 2011
Warranty 5 year



one designed by wiebe teertstra

Materials brushed stainless steel, glass, ABS
Dimensions Ø25cm / 9.8" - d. 4.6cm / 1.81"
 Ø35cm / 13.8" - d. 6.2cm / 2.44"
 Ø45cm / 17.7" - d. 6.2cm / 2.44"
Colours white with black index print
Power supply 1 x AA battery (included)
Movement japanese (or radio controlled movement)
Year 2011
Warranty 5 year



base designed by kranen/gille

Materials glazed ceramic body, brass finished hands
Dimensions h. 32cm / 12.6" - w. 26cm / 10.2" - d. 20cm / 7.9"
Colours matt white/brass, matt black/brass
Power supply 1 x AA battery (included)
Movement german
Year 2013
Warranty 5 year



one designed by wiebe teertstra

Materials brushed stainless steel, glass, ABS
Dimensions Ø25cm / 9.8" - d. 4.6cm / 1.81"
 Ø35cm / 13.8" - d. 6.2cm / 2.44"
 Ø45cm / 17.7" - d. 6.2cm / 2.44"
Colours white with black arabic print
Power supply 1 x AA battery (included)
Movement japanese (or radio controlled movement)
Year 2011
Warranty 5 year



scope designed by erwin termaat

Materials hevea
Dimensions Ø40 cm / 15.75" - d. 3.1cm / 1.22"
Colours matt white/black, natural/white
Power supply 1 x AA battery (included)
Movement japanese
Year 2011
Warranty 5 year



felt two designed by sebastian herkner

Materials PET felt body, bamboo back cover
Dimensions w. 19.5cm / 7.7" - h. 21cm / 8.3" - d. 8cm / 3.1"
Colours white/black, grey/white, black/brass
Power supply 1 x AA battery (included)
Movement japanese
Year 2014
Warranty 5 year



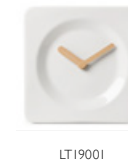
inverse designed by richard hutten

Materials solid oak frame, mirrored glass
Dimensions w. 50cm / 20" - h. 180cm / 70.9" - d. 5.5cm / 2.16"
Colours black coated oak, natural oak
Power supply 1 x AA battery (included)
Movement japanese
Year 2015
Warranty 5 year



felt designed by sebastian herkner

Materials PET felt body, ABS
Dimensions Ø35cm / 13.8" - d. 6.8cm / 2.7"
Colours grey PET felt with white, grey or orange hands
Power supply 1 x AA battery (included)
Movement japanese
Year 2012
Warranty 5 year



tile designed by robert bronwasser

Materials glazed ceramic body, bamboo hands
Dimensions w. 25cm / 9.8" - h. 25cm / 9.8" - d. 8cm / 3.15"
Colours white
Power supply 1 x AA battery (included)
Movement japanese
Year 2013
Warranty 5 year



tone designed by wiebe teertstra

Materials coated stainless steel, glass, ABS
Dimensions Ø35cm / 13.8" - d. 6.2cm / 2.44"
Colours white, grey, black
Power supply 1 x AA battery (included)
Movement japanese
Year 2011
Warranty 5 year



wyzer designed by reinhard dienes

Materials PET hands, ABS
Dimensions Ø60cm / 23.6" - h. 4.8cm / 1.9"
Colour warm white
Power supply 1 x AA battery (included)
Movement german
Year 2012
Warranty 5 year

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