

CV-HERO
TO SHOOT

Dial fragment — model-agnostic
cover detail

*The first three.
And a station.*



MIMORA · COLOFON (CONTINUĂ LA PAGINA 19)

Editat la Timișoara, primăvara MMXXVI.

Tipar și culegere – Mimora.

MANIFESTO

A debut, not a launch.

TBD – first paragraph of the manifesto (EN).

TBD – second paragraph of the manifesto (EN).

MA-ENVIRONMENT
TO SHOOT

Founder's hands at the
workbench

MANIFEST

*Un debut, nu un
lansament.*

TBD – primul paragraf al manifestului (RO).

TBD – al doilea paragraf al manifestului (RO).

BUENA VISTA · CHAMPAGNE

A dial finished against the grain.

TBD – first paragraph (EN).

TBD – second paragraph (EN).



B.V. 01 Sunray finishing, hand-corrected at twelve indices. Sellita SW200-1 base, modified rotor and bridges.

MOVEMENT

Sellita SW200-1, modified

CASE

316L, 38 mm, brushed

DIAL

Sunray champagne

BUENA VISTA · ȘAMPANIE

Un cadran finisat contra firului.

TBD – primul paragraf (RO).

TBD – al doilea paragraf (RO).



B.V. 01 Finisaj radial, corectat manual la doisprezece indici. Bază Sellita SW200-1, rotor și punți modificate.



MECANISM

Sellita SW200-1, modificat

CARCASĂ

316L, 38 mm, șlefuit

CADRAN

Șampanie cu finisaj radial

VOYAGER

Voyager – title pending.

Voyager copy – final text to come.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

VG-HERO

TO SHOOT

Voyager, full case, matching BV-
hero composition

VG-DETAIL

TO SHOOT

Voyager dial macro
(TBD with founder)

V.G. 01 Dial detail – caption pending.

MOVEMENT

Sellita SW210-1, modified

CASE

316L, 38 mm

DIAL

Voyager – TBD

Voyager – titlul urmează.

Text Voyager – versiunea finală urmează. Curabitur eu velit nec mi placerat tincidunt.

VG-DETAIL

TO SHOOT

Voyager dial macro
(TBD with founder)

VG-HERO

TO SHOOT

Voyager, full case, matching BV-
hero composition

V.G. 01 Detaliu cadran – text în curs.

MECANISM

Sellita SW210-1, modificat

CARCASĂ

316L, 38 mm

CADRAN

Voyager – în curs

SPRINGTIDE

Springtide – title pending.

Springtide copy – final text to come.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

ST-HERO

TO SHOOT

Springtide, full case, matching BV-
hero composition

ST-DETAIL

TO SHOOT

Springtide dial
macro at the indices

S.T. 01 Dial detail – caption pending.

MOVEMENT

Sellita SW220-1, modified

CASE

316L, 38 mm

DIAL

Springtide – TBD

Springtide – titlul urmează.

Text Springtide – versiunea finală urmează. Curabitur eu velit nec mi placerat tincidunt.

ST-DETAIL

TO SHOOT

Springtide dial
macro at the indices

ST-HERO

TO SHOOT

Springtide, full case, matching BV-
hero composition

S.T. 01 Detaliu cadran – text în curs.

MECANISM

Sellita SW220-1, modificat

CARCASĂ

316L, 38 mm

CADRAN

Springtide – în curs

Three calibers, one bench.

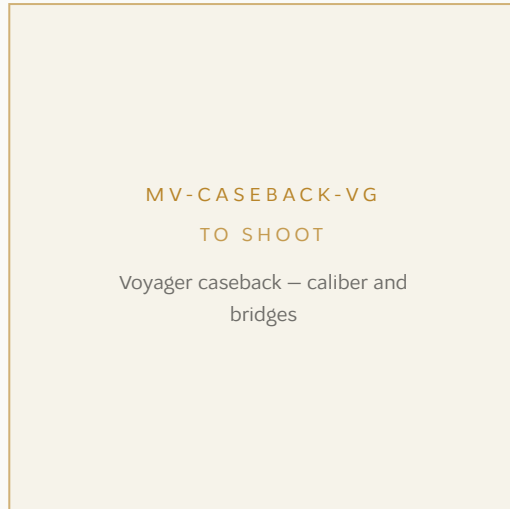


BUENA VISTA

Sellita SW200-1

What we kept Sellita-stock and what we modified at the bench. Body copy placeholder.

M.V. 01 Buena Vista – Sellita SW200-1, rotor and bridges modified.

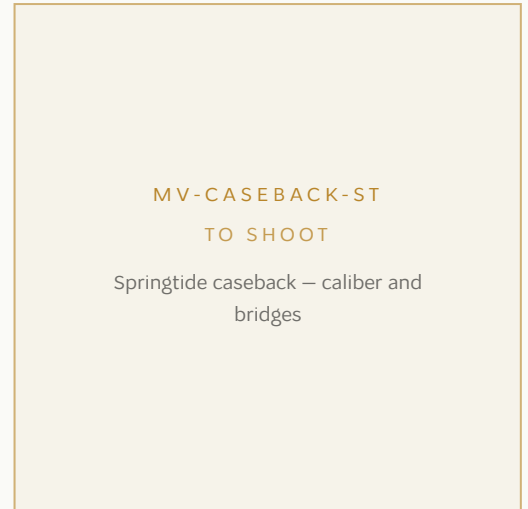


VOYAGER

Sellita SW210-1

Voyager-specific finishing and bridges. Body copy placeholder.

M.V. 02 Voyager – Sellita SW210-1, decoration to be detailed.



SPRINGTIDE

Sellita SW220-1

Springtide caliber notes. Body copy placeholder.

M.V. 03 Springtide – Sellita SW220-1, decoration to be detailed.

ÎN CARCASĂ

Trei calibre, un singur banc.

MV-CASEBACK-BV
TO SHOOT

Buena Vista caseback – Sellita
base, rotor visible

BUENA VISTA

Sellita SW200-1

Ce am păstrat stoc Sellita și ce am
modificat la banc. Text de probă.

M.V. 01 Buena Vista – SW200-1, rotor și punți
modificate.

MV-CASEBACK-VG
TO SHOOT

Voyager caseback – caliber and
bridges

VOYAGER

Sellita SW210-1

Finisaj și punți specifice Voyager. Text de
probă.

M.V. 02 Voyager – SW210-1, finisaj de detaliat.

MV-CASEBACK-ST
TO SHOOT

Springtide caseback – caliber and
bridges

SPRINGTIDE

Sellita SW220-1

Note despre mecanismul Springtide. Text
de probă.

M.V. 03 Springtide – SW220-1, finisaj de
detaliat.

GDN-STATION
TO SHOOT

Timișoara Nord – establishing
exterior or platform

GARA DE NORD · COMMISSION

*Three clocks for one
station.*

Three clocks for Timișoara's main station –
a civic commission that sits outside the
wristwatch line. Placeholder narrative; final
copy pending.

GDN-STATION
TO SHOOT

Timișoara Nord – establishing
exterior or platform

GARA DE NORD · COMANDĂ

*Trei ceasuri pentru o
gară.*

Trei ceasuri pentru gara principală a
Timișoarei – o comandă civică, separată de
linia ceasurilor de mână. Text de probă.



CLOCK 01

G.N. 01 Caption placeholder for the first clock.



CLOCK 02

G.N. 02 Caption placeholder for the second clock.



CLOCK 03

G.N. 03 Caption placeholder for the third clock.

GDN-CLOCK-1

TO SHOOT

Gara de Nord clock 1 – hero,
museum-plate framing

CEAS 01

G.N. 01 Text de probă pentru primul ceas.

GDN-CLOCK-2

TO SHOOT

Gara de Nord clock 2 – matching
framing to clock 1

CEAS 02

G.N. 02 Text de probă pentru al doilea ceas.

GDN-CLOCK-3

TO SHOOT

Gara de Nord clock 3 – matching
framing

CEAS 03

G.N. 03 Text de probă pentru al treilea ceas.

WS-WIDE
TO SHOOT

Workshop – bench, tools, light

WS-HANDS
TO SHOOT

Hands at work
on a dial or case

W.S. 01 Hands at
work – caption
pending.

WS-TOOL
TO SHOOT

Single tool –
pegwood, loupe,
or brass file

W.S. 02 Tool detail
– caption pending.

WS-WIDE

TO SHOOT

Workshop – bench, tools, light

WS-HANDS
TO SHOOT

Hands at work
on a dial or case

W.S. 01 Mâini la
lucru – text în curs.

WS-TOOL
TO SHOOT

Single tool –
pegwood, loupe,
or brass file

W.S. 02 Detaliu
unealtă – text în curs.



MASTHEAD

TBD
TBD
TBD

ADDRESS

Mimora
Timișoara, România

PHOTOGRAPHY & TYPE CREDITS

TBD
EB Garamond, Inter

Issue 02 – coming.



ECHIPĂ

TBD
TBD
TBD

ADRESĂ

Mimora
Timișoara, România

CREDITE — FOTOGRAFIE & TIPOGRAFIE

TBD
EB Garamond, Inter

Numărul 02 — în pregătire.