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The Thousand Watch Project: An Illustrative Display Of This Moment In Time

The Thousand Watch Project

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It is not often we get to write about 1000 watches at once. Then again, it is not often we come across an idea like The Thousand Watch Project ("TKWP"). One of the most interesting forays into art and sociology we've seen in a while, TKWP is the brainchild of Keith Moskow of Boston Architecture and Design firm Moskow Linn.

The idea behind this project is to collect 1000 watches (via donation) and have each donor write an epitaph. It is Moskow's assertion that "With the advent of cell phones, wrist watches are dying a slow death. But it is difficult (if not impossible) to throw out your old wrist watch even if it is broken. Is that because when it was worn it was almost an integral part of the body? Does it represent an important moment in one's life?"

While we may not agree that wrist watches are dying a slow death, we do agree with the closeness one holds a wrist watch to their own being, that is after all why we started Hodinkee in the first place. Does a watch represent an important moment in one's life? Absolutely, and that is why we have found so many passionate readers for this very blog. We often receive e-mails from readers simply thanking us for finding a watch that means something to them, whether it be the watch their father used to wear when they were young, the watch they wore on their wedding day, or even the one they plan to give to their own children one day.

We love Moskow's idea for the ten word epitaph, and many of them are really great. Some are funny, some are nostalgic, and some represent specific moments in time (like the one from **John Dimoff** to the right), but they are all unique.



Once the project has received 1000 watches, the entire collection will be donated to the Smithsonian Gallery in Washington DC, as "An Illustrative display of this moment in time."

So far about 350 watches have been donated, so there is still time to send yours in. They do not need to be functioning, or even complete, to be featured in the collection. Each featured watch will be tagged with the epitaph included by the donor, and will be available to view online, and eventually in person at the Smithsonian Gallery.

To donate your watch to The Thousand Watch Project, please send it to:

Moskow Linn Architects
88 Broad Street
Boston, MA 02110

Be sure to include your own ten word epitaph and email address if you would like to be contacted when the item is available to view.

So is anyone from the Hodinkee team planning on donating to this project? Absolutely, 3 watches were mailed out today.

[Click here to visit The Thousand Watch Project's official website.](#)

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