

Roland Iten The Inventor

ROLAND ITEN
MECHANICAL LUXURY  FOR GENTLEMEN™

ROLANDITEN.COM



FROM HIS MIND

The man behind the marque has a captivating aptitude for mechanics. His passion is rare, as he works with everyday items transforming them into highly individual precision mechanical objects that function with complete finesse. He brings extraordinary character to belts, cufflinks and other men's accessories. Roland Iten is all about pushing the boundaries of the mundane and challenging human capabilities to stretch beyond the impossible. Observing people's behaviours and how we follow the norm inspires him. It is the mere question of thinking differently about solving the problem which spawns the creation of a Roland Iten product.



WITH HIS SOUL

Roland loves the world of mechanical machinery and enjoys delving into the mechanical age of the aeroplane and the steam engine. If you are lucky enough to meet him, he will enthral you with his fervour for problem solving with a mechanical twist. At any given time Roland is inventing a variety of mechanical devices which he then applies to everyday products. The problem solving goes on in his head, then sketched on paper, then transformed into 2D and 3D datasets before the first prototype is made. According to Roland "its the best way to evolve the genesis of a creation. When you have a blueprint for each step along the way, you never lose any of the essential information."



Roland comes from a family of engineers but is not an engineer himself which works to his benefit. "I have a certain kind of innocence. When you know too much you don't ask the questions which can ultimately breakthrough the obstacles of the product engineering process. I am the guy next to the engineer telling him "it will work" - all the time he is telling me "its impossible". It's really a very intimate way to make a product."

AND THROUGH HIS HANDS

His creativity is evident in the fact that all his pieces are custom made and that he works with the manufacturer to ensure all the pieces perform to perfection. Every artisan and technician that works on a Roland Iten product has to be extremely skilled. The pieces and parts have to fit together exactly, with the highest quality and finishing. The interaction of the parts is the soul of each piece.

"Its essential for me to talk to the guy at the machine. He knows how his machine performs, and I know how I want my product to perform. Sometimes we need to compromise on the initial aesthetics of the piece in order to engineer it so it can be made on the machine. Then comes the considerable refinement phase - sometimes it takes six months to put back the elegance which was there in the first place".

Inherent in his DNA, is the need to excel in creating items that are of impeccable value. Each Roland Iten piece comes with its own serial number and authenticity certificate.

MECHANICAL LUXURY FOR GENTLEMEN™

"A Roland Iten belt buckle is like nothing you have seen before. It's the ultimate accessory for the man who wants everything."
Joe Ulrich Watchepedia.com, February 2008.

"Mr Iten is the man behind a miraculous invention: a belt buckle in gold and titanium with five axles and 128 moving parts... At a stroke Mr Iten has liberated man from the tyranny of the holes punched in the leather strap that allow only the most approximate of adjustments to the nearest half centimetre or so. Mr Iten's creation is typical of the sort of complex and thoughtful solution to problems that you never even knew existed that intrigue and engage the modern horolophile."
Nick Foulkes, Financial Times, November 2007.





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