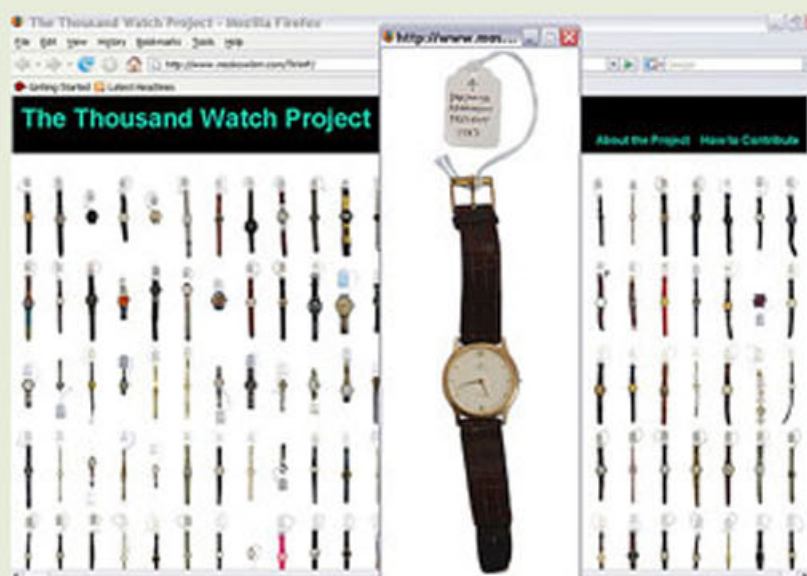




## Watches we never wear . . . but just can't bear to throw away!

A Thousand Watches Find Permanent Home in Online Collection



Boston architect Keith Moskow received the Omega watch above as a graduation present from his mother. When it was accidentally damaged after going through a washing machine wash cycle, he couldn't throw it away. Now his watch has a permanent home as No. 4 on The Thousand Watch Project website. Keith and his partner Robert Linn developed the watch project after a few years of amassing a collection of their own and client watches in a box at the office. They realized that if they had watches that couldn't be thoughtlessly disposed of, others had the same problem. They advertise on Craig's List and have received media coverage as far away as Australia. Their mission is explained on the site:

"Our goal is to create a 1000 watch commemorative collection of old, discarded wrist watches. Each watch will receive an epitaph written by the owner and can be visited in our online gallery at [www.MoskowLinn.com/TKWP](http://www.MoskowLinn.com/TKWP).

"To add your watch to the collection, send it to Moskow Linn Architects with a 10 word epitaph including your name. The watch will be cataloged, numbered and put away for posterity."

And so the site grows, with irresistible little tags affixed to each watch that offer a teasing glimpse of former owners: the bright yellow Cheerios watch tag reads, "Timepiece worn for years by 50-something engineer"; and an expandable-band Timex tag reveals, "last thing found in attic when grandpa sold the house." One large donation, from retiring watchmaker J.R., was donated via a rendezvous in a store parking lot. It was a big, jumbled boxful of watches. Moskow said, "he told me he could never stand to throw a watch away—even the broken ones."

Young staff members at MoskowLinn tell time via cell phone, but Moskow doesn't feel dressed without a wristwatch, even though it may be just a Swatch. In a telephone conversation he said, "Maybe we are witnessing, in the wristwatch, something that's passing. Why can't we throw them out? They're too personal—they become a part of us. But now there's the cell phone, which is like a pocketwatch—you pull it out of your pocket and flip it open to tell the time. We're going forward . . . yet going backward . . . at the same time."