



The [Punkt AC02](#), \$249.

## Design so good it's worth interrupting sleep for

---

Why do we love this defiantly low-tech, high-quality, analog alarm clock from Swiss maker Punkt so much?

Possibly for the same reason that design gurus across Europe admire Punkt's simplicity-*über-alles* products: they are or have been displayed at the Salone del Mobile design fair, in Milan; the Triennale museum, in the same city; the Tate Modern, in London; the Centre Pompidou, in Paris; a London Design Festival exhibition in Trafalgar Square; and the Museum für Gestaltung, in Zurich.

---

---

The Punkt AC02 is a little piece of perfection in heavyweight anodized aluminum, with a scratch-resistant glass face and a clever, one-short-twist way of turning the alarm on or off.

It is an evolution of London industrial designer Jasper Morrison's 2011 design for Punkt's AC01 clock, with inspiration from the Bauhaus movement, and more than a nod to Braun clocks, which were discontinued in 2005.

Morrison's new AC02, which was launched last month at the London Design Festival, is handmade in Japan rather than China, as the AC01 was. It's slightly bigger and heavier, with L.E.D. lighting that fades down gently, and a completely new, silent mechanism.

Like Punkt's niche non-smartphones, which do nothing but make calls and send texts, the AC02 does nothing but tell you the time and wake you up. We are sure it will appeal to analog fans, and at least be a stylish conversation piece for the digerati.

[SHOP THE STORY](#)