

## Science & Technology

### Dinosaurs

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Updated March 16, 2010

# Swiss Designer Creates Dinosaur Dung Watch

AP

A Swiss watchmaker is hoping to raise a stink with an expensive timepiece that eschews the trade's standard gold, diamond or titanium fittings for a more earthy substance -- dinosaur dung.

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AA



Artya

Swiss designer Artya has unveiled an horological creation crowned with a dinosaur's coprolite dial -- a watchface made from dino dung.

GENEVA -- A Swiss watchmaker is hoping to raise a stink with an expensive timepiece that eschews the trade's standard gold, diamond or titanium fittings for a more earthy substance -- dinosaur dung.

Vesenaz, Switzerland-based company **Artya** says the watch set in fossilized feces will sell for \$11,290 and comes with a strap made with skin from an American cane toad.

Designer Yvan Arpa said Monday the coprolite came from a plant-eater that died about 100 million years ago in what is now the U.S.

It took millions of years for this organic substance from the Jurassic period to embrace its present warm and matchless tints, explains Artya. The company notes that, as "an affirmation to its prehistoric lineage," the watch is available in bronze in order to embrace the "warm and matchless tints" of dinosaur dung.

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