

PRESS RELEASE for immediate release

Geneva's Musée d'Art et d'Histoire (MAH) hosts the 84 watches nominated for 2020 by the GPHG Academy



Geneva, October 31, 2020 - The roadshow presenting the 84 watches nominated by the International Academy of the Grand Prix d'Horlogerie de Genève (GPHG) is concluding its Swiss trip in Geneva. After La Chaux-de-Fonds, Zurich and Bern, **the watches are being presented as usual at the Geneva Musée d'Art et d'Histoire (MAH) from October 31 to November 15.**

Inaugurated yesterday evening in compliance with the health rules in force, **this exhibition, open to the public upon [registration](#), offers a unique opportunity to see the year's most beautiful creations by nearly 50 brands.** Thanks to an exceptional presentation combining innovation and safety, in a new collaboration between the preorder&soldout studio and Xavier Dietlin, the watches are displayed glass-free on boldly designed tables.

In parallel, in order to raise awareness of the watchmaking profession among the public and young people, **the GPHG is offering free 'introduction to watchmaking workshops'** (inscription@gphg.org) each day, run by the Geneva School of Watchmaking with the support of the UFGVV. Three one-hour workshops are offered daily at 11:30 am, 1 pm and 3 pm.

The 2020 prize winners will be revealed on November 12 at the 20th GPHG awards ceremony, which will be broadcast live on gphg.org, euronews.com and by our specialized media partners, as well as on Léman Bleu.

Event photos: <https://mediacenter.gphg.org/category/exhibition-2020/geneva/>

The 84 nominated watches: <https://www.gphg.org/horlogerie/en/gphg-2020/nominated-watches>

Roadshow schedule: <https://www.gphg.org/horlogerie/en/gphg-2020/2020-calendar>

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