



PRESS RELEASE

Geneva, 26 October 2023

For immediate release

Geneva celebrates watchmaking at the *Musée Rath* From 26 October to 12 November 2023



Yesterday evening at the *Musée Rath*, the Grand Prix d'Horlogerie de Genève (GPHG) Foundation inaugurated the exhibition presenting the timepieces nominated by its Academy, within a bold scenography matching the prestige of this annual gathering.

The 84 watches and 6 mechanical clocks presented are in the running to win one of the 20 distinctions, including the coveted "Aiguille d'Or" Grand Prix, which will be handed out on 9 November at the *Théâtre du Léman* in Geneva during the 23rd GPHG awards ceremony, also livestreamed on [gphg.org](https://www.gphg.org) from 6.30pm.

Representing a unique opportunity to admire the year's finest watchmaking creations from 56 brands, this exhibition made stop-overs this autumn in Macao, Hong Kong, Kuala Lumpur and New York. It vividly showcases the creativity and diversity of contemporary watchmaking in an original scenography designed for the GPHG by Studio preorder&soldout and produced by Dietlin Swiss Showcases.

As a partner in the exhibition, Geneva's *Musée d'art et d'histoire* is also presenting in parallel, under the title "La Main et l'Outil" (Hand and Tool), a selection of tools and small machines from its heritage collections, illustrating the ongoing synergy between manual and machine work that are both complementary and essential to the creativity underpinning watchmaking skills, as symbolised by the GPHG trophy.

As in previous years, the exhibition also highlights the work of students from the Chair in Watch Design at HEAD-Geneva, and for the first time invites visitors to discover the activities of the Geneva-based foundations Horopedia and The Watch Library, two innovative initiatives dedicated to preserving our horological heritage and sharing knowledge with as many people as possible.

A rich and varied cultural programme will also be on offer to visitors, with daily introductory watchmaking workshops – run by the Geneva Watchmaking School – and guided tours of the exhibition. Presentations and interactive activities for young people will be organised in partnership with the Fondation de la Haute Horlogerie (FHH).

Building on all these perspectives and promoting active dialogue between the past, present and future of horological creation, the exhibition offers a panoramic and educational experience of the watchmaking art intended for the general public.

About the GPHG

The Grand Prix d'Horlogerie de Genève (GPHG) was created in 2001 and has been run by a public interest foundation since 2011. For more than 20 years, it has pursued its mission of showcasing the art of watchmaking with the support of its public and private partners, notably its principal partner FGP Swiss & Alps, backed by the participation of all those involved in the industry.

Cultural outreach programme : <https://www.gphg.org/horlogerie/en/gphg-2023/2023-cultural-mediation-programme>

2023 World Tour: <https://www.gphg.org/horlogerie/en/gphg-2023/2023-schedule>

Event pictures: <https://mediacenter.gphg.org/category/exhibition-2023/geneva/>

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