

Press release

Launch of the 2021 edition of the GPHG 500 Academicians enter the arena!



Geneva, April 27th 2021 - Before taking part in the voting to determine the nominations and then the 2021 prize list, the members of the GPHG Academy are invited as of today to propose the eligible watches they would like to see participate in the competition this year.

With the creation of its Academy in 2020, the GPHG opened up its selection and voting process to stakeholders from the various sectors of the industry. Currently comprising 500 members in its second year of existence, the GPHG Academy represents a vast network of ambassadors of watchmaking passion around the world, highlighting the excellence of contemporary watch creations.

The members of the Academy initiate and nurture the competition by suggesting watches for the contest. Their submissions are anonymous and are made on the Academy's digital platform, a dedicated and secure digital tool created by a Geneva-based company. The brands ultimately decide on the participation of the proposed watches and can also enter other models in the competition.

During the summer, Academy members undertake an initial round of voting to select the 84 watches nominated in 14 categories. Then, in the autumn, they take part in the vote that determines the prize list; their vote represents 15 votes in addition to those of the 30 members of the Jury, drawn from the Academy and meeting up in Geneva to physically assess each of the competing watches.

The GPHG Foundation is delighted to be publishing today the rules for the 2021 edition on its www.gphg.org website.

Conceived in a unifying spirit, the GPHG enables an international audience to discover all the key new watch industry releases in the course of a competition culminating in the prize-giving ceremony, of which the 21st edition will take place on Thursday November 4th 2021.

[Rules of the 2021 edition](#)
[2021 list of Academy members](#)

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