

PRESS RELEASE
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New features of the GPHG 24th edition



Geneva, 27 March 2024 – **An expanded Academy will highlight contemporary watchmaking through new prizes and a focus on sustainability. Check out the list of academy members on gphg.org.**

The Academy plays a key role in the operation of the GPHG. Its members annually nominate the six timepieces that will go on to compete in each category and also choose the winners alongside the Jury, itself entirely drawn from the Academy. Created in 2020, this community of watchmaking experts and enthusiasts has increased in size each year through a co-option process, taking the current total number of members to 960. Its development also reflects the GPHG's commitment to bringing together all the experienced stakeholders who wish to help promote watchmaking, as well as its desire to open up to younger generations.

The 2024 edition introduces a new opportunity for the Academy to showcase six watches competing in the **"Time Only"** category, open to classic timepieces with two or three hands and no complications. The **"Mechanical Clock"** category is taking a break in 2024, giving watchmakers time to develop new creations.

With regards to the **"Petite Aiguille"** category, it will now be open to watches with a retail price of between CHF 3,000 and CHF 10,000, while the **"Challenge"** category will be dedicated to watches

costing less than CHF 3,000. The Innovation Prize will give way to the **Eco-Innovation Prize** which will be awarded to one of the 90 competing timepieces featuring watchmaking developments placing particular emphasis on sustainability and traceability.

The **24th GPHG awards ceremony** will take place on **Wednesday 13 November 2024** at Geneva's *Théâtre du Léman*. Meanwhile, we invite you to follow us on [Instagram](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

[2024 Academy members list](#)

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.

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