

**PRESS RELEASE**

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For immediate release

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## The 12<sup>th</sup> art in the spotlight until 17 November in Geneva



After Hong Kong, Ho Chi Minh City and New York, yesterday evening the Foundation of the Grand Prix d'Horlogerie de Genève (GPHG) inaugurated the fourth stage of the 2024 world tour at the *Musée Rath* in Geneva, where it is presenting the 90 timepieces nominated by its Academy.

A not-to-be-missed annual event, this watchmaking exhibition highlights the creations of the moment from 57 brands, **in the running to win one of the 20 prizes – including the coveted “Aiguille d’Or” Grand Prix – that will be awarded on Wednesday 13 November at the *Théâtre du Léman* in Geneva during the 24<sup>th</sup> GPHG awards ceremony, livestreamed on [gphg.org](https://www.gphg.org) from 6.15 pm.**

Open to the public until 17 November and presented in an original, immersive scenography designed for the GPHG by the preorder&soldout Studio and produced by Dietlin Swiss Showcases, the exhibition provides access to original and prestigious watches, grand complications, masterpieces of craftsmanship or jewellery, iconic watches or more classic and accessible pieces, all classified into 15 categories and testifying to the vigorous diversity of today's watchmaking art.

To raise public awareness of the different facets of this 12<sup>th</sup> art, complimentary guided tours are available daily, along with introductory watchmaking workshops run by the Geneva Watchmaking School, lectures and also activities specifically designed for younger visitors.

With a view to exploring the notion of time in all its forms, the GPHG is providing a showcase for HEAD-Geneva in one of the rooms at the *Musée Rath*, where it will present student projects transcending the traditional form of the watch while tackling social and environmental themes. The exhibition offers a panoramic and educational experience – designed for all audiences – exploring the art of time measurement and contemporary watch design.

*About the GPHG: Created in 2001 and overseen since 2011 by a Foundation recognised as a public interest organisation, the Grand Prix d'Horlogerie de Genève (GPHG) has for over 20 years been pursuing its mission to celebrate and promote the watchmaking art, thanks to the support of its public and private partners, notably its main partner, FGP Swiss & Alps, as well as the involvement of industry stakeholders.*

**2024 cultural outreach programme:** <https://www.gphg.org/en/2024-cultural-mediation-programme>

**World Tour 2024:** <https://www.gphg.org/en/gphg-2024/2024-schedule>

**Event photos:** <https://mediacenter.gphg.org/category/exhibition-2024/geneva/>

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