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GPHG 2015 JOINTLY LAUNCHES THE FIRST DUBAI WATCH WEEK

On the occasion of its 15th edition, the Grand Prix d'Horlogerie de Genève (GPHG) has the pleasure of announcing its association with retailer Ahmed Seddiqi & Sons in the creation of the first Dubai Watch Week, thereby confirming its mission to promote and celebrate the 12th Art across the world.

The 2015 GPHG jury is composed of 25 personalities renowned for their watchmaking expertise and chaired by Aurel Bacs. Artists and musicians Dieter Meier (Yello) and Eric Singer (Kiss) are notably joining this international multidisciplinary jury that will commend the excellence of watchmaking achievements presented in the official competition this year.

This 15th edition of the GPHG once again promotes a unifying spirit bringing together watch industry stakeholders – from the smallest to the most prestigious brands – that thus enjoy an opportunity to present their latest creations on a truly global stage. Carlo Lamprecht and Carine Maillard, respectively president and director of the GPHG Foundation, are delighted with this exceptional participation that reflects the vitality and excellence of the entire industry.

As usual, throughout October 2015, a travelling exhibition will present the 72 watches pre-selected by the jury and in the running for the “Aiguille d’Or” Grand Prix or one of the 16 prizes that will reward the best watchmaking creations of the year. After Hong Kong and Seoul, and before Geneva, the exhibition will make a stop in Dubai where it will be part of the first **Dubai Watch Week (DWW 2015)**, organised by **retailer Ahmed Seddiqi & Sons in association with the Grand Prix d’Horlogerie de Genève**. Under the support of Her Highness Sheikha Latifa Bint Mohammed Bin Rashid Al Maktoum and the patronage of Dubai Culture & Arts Authority, this cultural and educational platform of discovery dedicated to watchmaking is destined to become a key event in the Dubai and watchmaking calendar. From October 18th to 22nd 2015, this first edition of the Dubai Watch Week will bring together the key players in international watchmaking, while offering various fora for discussions, conferences, workshops and other events – both public and private.

Every year, the Grand Prix d’Horlogerie de Genève enables an international audience to follow the evolution of the art of watchmaking through a competition that culminates in the prize-giving ceremony – of which the 15th edition will take place on Thursday October 29th at the **Grand Théâtre de Genève**, attended by Mr Alain Berset, Federal Councillor, the Geneva authorities as well as representatives from the sector. The competition goes public from July 15th and can be accessed via the GPHG website at www.gphg.org. The official pre-selection is announced as of September 1st 2015.

In brief:

- List of 2015 travelling exhibitions on: gphg.org.
- From July 15th: list of competing watches on: gphg.org.
- From September 1st: list of pre-selected watches on: gphg.org.
- October 18th to 22nd: Dubai Watch Week (DWW).
- October 26th: Geneva exhibition opening at the *Cité du Temps*.
- **October 29th 2015**: official prize-giving ceremony in Geneva.