



PRESS RELEASE

Geneva, October 31st 2017

**The Grand Prix d'Horlogerie de Genève organises an original exhibition
at the Musée d'art et d'histoire in Geneva**

On Tuesday October 31st, at the Musée d'art et d'histoire in Geneva (MAH), the Grand Prix d'Horlogerie de Genève (GPHG) officially inaugurated the fourth stage of its 2017 travelling exhibition presenting the 72 watches pre-selected by the jury of its 17th edition.

After Milan, Mexico and Taipei, the GPHG is offering an exceptional exhibition in Geneva from November 1st to 12th, stemming from cooperation with three other Geneva institutions: the MAH, the Fondation de la Haute Horlogerie (FHH) and the Geneva University of Art and Design (HEAD – Genève).

Alongside the **watches pre-selected for the GPHG 2017**, this unprecedented **multi-faceted exhibition** reveals the **MAH collection of contemporary timepieces** built up over the years by donations from the GPHG prize-winning watch brands.

It also highlights **the 2017 projects of graduates from the Chair of Watch Design of the Geneva University of Art and Design** and invites visitors of all ages to immerse themselves in watchmaking culture and the world of the infinitely small, via **talks, virtual reality experiences and watchmaking initiation workshops**, run by the FHH.

The direct and original presentation of the GPHG watches, assembled on a long glass-free table, accentuates this full-immersion invitation and enhances the novel nature of this exhibition dedicated to the 12th art.

The 72 pre-selected watches for the GPHG 2017 are competing to win the "Aiguille d'Or" Grand Prix award or one of the 15 prizes that annually reward horological innovation and excellence.

The 2017 prize-winners will be announced on November 8th at the Théâtre du Léman in Geneva. Presented this year by **Edouard Baer along with by Lauriane Gillieron**, the prize-giving ceremony will be broadcast live on the official gphg.org website, as well as on euronews.com, hodinkee.com, worldtempus.com, timezone.com, quillandpad.com, and in pre-recorded mode on the Léman Bleu local TV channel.

The prize-winning watches of this 17th edition will then be exhibited in Dubai from November 16th to 20th 2017, as part of the 3rd Dubai Watch Week.

About the Foundation

Created in 2001 and established as a public interest foundation since 2011, the Grand Prix d'Horlogerie de Genève pursues its mission of internationally celebrating and promoting the watchmaking art thanks to support from its public and private partners, notably including its new principal partner, LGT Private Banking.

PHOTOS

Photos of the pre-selected watches: [Link](#)

Photos of the inauguration cocktail: [Link](#)

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