



PRESS RELEASE *for immediate release*

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## **A major first in Bern GPHG watches on show at the Bellevue Palace hotel for three days.**

*Geneva, October 21, 2020* – Currently on display in the Bucherer boutique in Zurich, **the 84 watches nominated by the Academy of the 2020 Grand Prix d'Horlogerie de Genève (GPHG) will be exhibited in Bern in the highly exclusive setting of the Bellevue Palace hotel, from October 23 to 25.** This stopover in Bern is **a first for the GPHG**, which this year is presenting its roadshow – usually organised in major cities around the world – in the form of an all-Swiss tour.

This exhibition, which is open to the public, is **a unique opportunity to see the year's most beautiful timepieces from almost 50 brands gathered in one place.** It will enable watchmaking enthusiasts and other enthusiasts of fine craftsmanship to admire the technical and artistic prowess of contemporary watchmaking art in all its diversity.

The exhibition will also cause a sensation thanks to an exceptional presentation combining innovation and security, offering a chance to enjoy a glass-free look at the watches displayed on boldly designed tables.

*"We are delighted to be welcoming this great exhibition to Bern and to give a wide audience the chance to see these masterpieces first-hand."* **Urs Bühler**, General Manager, Bellevue Palace

*"For a Swiss roadshow, it is of course vital to be present in the nation's capital, Bern. We are proud to introduce the Bernese public to the candidates for the watchmaking "Oscars". We would like to thank the Bellevue for providing us with a spacious and airy setting in which to admire the watches in strict compliance with public health regulations."* **Raymond Loretan**, President of the GPHG

### **Exhibition opening hours:**

- Friday October 23 from 11am to 8pm
- Saturday October 24 from 11am to 5pm
- Sunday October 25 from 11am to 5pm

**Free admission – Guided tours with a watchmaking expert on Friday and Saturday.**

The watches on display are in the running to win the famous "Aiguille d'Or" Grand Prix or one of the 18 awards that will salute the year's finest examples of watchmaking excellence. After La Chaux-de-Fonds, Zurich and Bern, the watches will be on display from October 31 to November 15 at the *Musée d'Art et d'Histoire* in Geneva.

**The 2020 awards list will be revealed on November 12 at the 20<sup>th</sup> GPHG Awards Ceremony, which will be held at the Théâtre du Léman in Geneva and broadcast live on Gphg.org, Euronews.com and by our specialist media partners.**

The 84 watches nominated for 2020: <http://gphg.org/horlogerie/en/gphg-2020/nominated-watches>

2020 exhibition schedule: <http://gphg.org/horlogerie/en/gphg-2020/2020-calendar>

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