



PRESS RELEASE – GENEVA, JUNE 17<sup>TH</sup> 2014

---

**CELEBRATING THE ART OF WATCHMAKING:**

**The 14<sup>th</sup> EDITION OF THE GRAND PRIX D'HORLOGERIE DE GENÈVE IS UNDER WAY!**

**This year, no less than 24 people recognised for their exceptional contribution to the watchmaking sector – such as master-watchmaker and Swiss design genius, Philippe Dufour – have been brought together by the Foundation of the Grand Prix d'Horlogerie de Genève to make up the 2014 jury, under the stewardship of its president, Aurel Bacs. Representing a wide range of skills, the prestigious jury made up of experts from all areas will have the delicate task of recognising and rewarding the excellence of international watchmaking creations competing in the framework of this 14<sup>th</sup> edition of the Grand Prix d'Horlogerie de Genève (GPHG).**

Amongst other things, the 2014 edition will also enable watch brands to compete in new, more specific categories designed for chronographs, tourbillons, perpetual calendar and chiming models as well as mechanical exceptions. There are also categories devoted to mechanical watchmaking for ladies' high-mech watches as well as for models retailing for less than CHF 8000.

In order to participate in the 14<sup>th</sup> edition of the Grand Prix d'Horlogerie de Genève, **watch brands are invited to submit their entries by June 23<sup>rd</sup> 2014**. The competition is open to all watchmaking brands, irrespective of nationality. Only watches launched on the market after March 2013 and before the end of November 2014 are eligible to enter the competition.

Flying the Swiss watchmaking banner around the world, promoting an art of watchmaking that is both respectful of traditions and focused on values of creative excellence and innovation: such is the self-imposed mission of the Foundation of the Grand Prix d'Horlogerie de Genève. This is how the 12<sup>th</sup> Art is duly celebrated in Geneva every year.

The prizegiving ceremony for the 14<sup>th</sup> Grand Prix d'Horlogerie de Genève will take place at the Grand Théâtre de Genève on Friday October 31<sup>st</sup> 2014.

---

**SEE WHO IS ON THE JURY AND READ THE COMPETITION RULES ON: [WWW.GPHG.ORG](http://WWW.GPHG.ORG)**

FOR FURTHER INFORMATION, PLEASE CONTACT:

MEDIA: ASTA PONZO – [asta.ponzo@gphg.org](mailto:asta.ponzo@gphg.org)

ENTRIES: NATHALIE RANEDA - [organisation@gphg.org](mailto:organisation@gphg.org)