



PRESS RELEASE

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## Grand Prix d'Horlogerie de Genève Launch of the 18<sup>th</sup> edition

**The Foundation of the Grand Prix d'Horlogerie de Genève (GPHG) is delighted to unveil the composition of its 2018 jury and to open registration for entries in the 18<sup>th</sup> edition of the awards.**

A prestigious jury, bringing together the expertise of 31 members of various nationalities and from a wide range of backgrounds, will be entrusted with the delicate task of acknowledging – through two rounds on models competing for 17 prizes – the excellence of the contemporary watch creations taking part in this 18<sup>th</sup> edition. **The pre-selection will be announced on September 1<sup>st</sup> 2018 and the winners will be unveiled at the awards ceremony to be held in the Théâtre du Léman in Geneva on November 9<sup>th</sup> 2018.**

All Swiss and international brands are entitled to compete in the GPHG and this year's edition is open to watches launched on the market after March 2017 and before the end of November 2018.

**Two new prizes** are joining the 2018 roster. With the **Challenge Watch Prize**, reserved for watches retailing at less than 4,000 CHF, the GPHG intends to highlight the challenge involved in producing such creations and to reward excellence across all price segments. The other newcomer is the **Audacity Prize**, which will enable the jury to honour a bold and offbeat approach to watchmaking.

**The 2018 jury:** <http://www.gphg.org/horlogerie/en/gphg-2018/jury>

**Entries:** <http://www.gphg.org/horlogerie/en/gphg-2018/entries>

**Rules:** <http://www.gphg.org/horlogerie/en/gphg-2018/rules>

### 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 is intended to highlight and annually reward the most remarkable watchmaking creations in order to contribute to enhancing the worldwide reputation of the watchmaking art.*

### CONTACTS

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