

PRESS RELEASE for immediate release

GPHG 2020 **First exhibition in La Chaux-de-Fonds**



La Chaux-de-Fonds, October 15, 2020 – The first stage of the 2020 travelling exhibition of the Grand Prix d'Horlogerie de Genève (GPHG) kicked off yesterday evening at the Musée International d'Horlogerie in La Chaux-de-Fonds.

Adapting to the circumstances, this year the GPHG is setting out to meet a Swiss audience by presenting the 84 watches nominated by its new Academy in four Swiss cities. Ahead of Zurich, Bern and Geneva, La Chaux-de Fonds is inviting people from the region to come and admire the 84 timepieces on display at the *Musée International d'Horlogerie* (MIH), from October 15 to 18 (with daily guided tours at 11 am and 2 pm).

This exhibition is a unique opportunity to see the year's most beautiful creations, displayed glass-free thanks to a presentation combining innovation, design and safety – a performance in itself staged by Xavier Dietlin.

"The MIH is delighted and honoured to be able to introduce the GPHG and the 84 nominated watches to an audience eminently involved in watchmaking, yet not very accustomed to staring through watch store windows. Until Sunday, people in the Franco-Swiss Jura Arc region will be able to enjoy an exceptionally close-up and personal look at the exceptional models of the year 2020 and forge links with the collection of centuries-old objects occupying the MIH's main exhibition area."

Régis Huguenin-Dumittan, Curator, Musée International d'Horlogerie

"As an instrument for promoting the watch industry, the GPHG is particularly pleased to launch the 2020 roadshow in partnership with the MIH in La Chaux-de-Fonds, a town featuring astonishing architecture and whose austere facades conceal a distinctive 'genius of the place': watchmaking. It was thus an entirely obvious choice for us to orchestrate a presentation for this horological metropolis – built by watchmakers for the watch industry – which cultivates expertise entirely indispensable to this important sector of the national economy."

Raymond Loretan, President of the GPHG

The 84 watches on display are in the running to win the famous "Aiguille d'Or" Grand Prix or one of the 18 prizes that will reward contemporary watchmaking excellence. The 2020 list of awards will be unveiled on November 12 at the 20th awards ceremony to be held at the Théâtre du Léman in Geneva.

Event photos: <https://mediacenter.gphg.org/>

Exhibition schedule: <https://gphg.org/horlogerie/en/gphg-2020/2020-calendar>

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

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