

PRESS RELEASE

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For immediate release

The GPHG visits New York for the second time with Watches of Switzerland



After an exhibition of the award-winning timepieces in 2021, the Grand Prix d'Horlogerie de Genève returns to New York this year to present the 84 watches nominated by its Academy. This exhibition, magnificently organised by Watches of Switzerland from 19 to 22 October, welcomed the many watchmakers visiting New York, along with collectors and passionate watchmaking enthusiasts, amid an extremely warm and friendly atmosphere.

David Hurley, Watches of Switzerland Group Deputy CEO, stated: *"We were honored to co-host this year's GPHG 2023 nominees in our Soho location. As the exclusive US partner, the GPHG has supported us in delivering a one-of-a-kind experience for first time watch enthusiasts through the public exhibition and delighted timepiece collectors in being able to see the best of the best in watchmaking."*

Said Raymond Loretan, President of the GPHG Foundation : *"The GPHG is grateful to be able to present the nominated watches in New York this year thanks to its successful partnership with Watches of Switzerland. The American watch market still has significant growth potential and we are delighted to contribute to its expansion through our presence on this continent."*

The Soho boutique was transformed for the event to accommodate the special scenography devised by the GPHG, Studio preorder&soldout and Dietlin Swiss Showcases, giving visitors direct access to the watches on display. Featuring 84 watches from more than 50 brands, this exhibition presents a unique panorama of contemporary watchmaking.

After Macao, Hong Kong, Kuala Lumpur and New York, the *Musée Rath* in Geneva will host all the nominated timepieces, including mechanical clocks, from 26 October to 12 November 2023. The exhibition will be accompanied by a wide-ranging cultural outreach programme.

(<https://www.gphg.org/horlogerie/en/gphg-2023/2023-cultural-mediation-programme>)

The timepieces presented are in the running for one of the 20 prizes, including the prestigious “Aiguille d’Or” Grand Prix which will be awarded on **9 November in Geneva at the 23rd GPHG awards ceremony, broadcast live on [gphg.org](https://www.gphg.org) at 6PM CET.**

About the GPHG

The Grand Prix d'Horlogerie de Genève (GPHG) was created in 2001 and has been run by a public interest foundation since 2011. For more than 20 years, it has pursued its mission of showcasing the international art of watchmaking with the support of its public and private partners, notably its principal partner FGP Swiss & Alps, backed by the participation of all those involved in the industry.

2023 World Tour: <https://www.gphg.org/horlogerie/en/gphg-2023/2023-schedule>

Event pictures: <https://mediacenter.gphg.org/category/exhibition-2023/new-york/>

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