



Discover the 2020 member list of the new GPHG International Academy

April 8th 2020 - Geneva. The Academy of the Grand Prix d'Horlogerie de Genève (GPHG) has been established and already has 350 registered members for its first year of existence. With the creation of this new Academy, the GPHG is undertaking a major transformation of its selection and voting process, internationally implying stakeholders in the profession right from the stage of entering the models in the competition. The GPHG is thereby broadening its base and the scope of its promotional endeavours, globally developing its mission on behalf of watchmaking.

The GPHG Foundation is delighted to be publishing today on its website, www.gphg.org, the 2020 list of the 350 Academy members. Representing a vast worldwide network of ambassadors of watchmaking passion, members of the Academy will jointly reward the creativity and excellence of contemporary horological creations, thereby significantly contributing to highlighting them and extending their reputation. The Foundation warmly thanks all the personalities from various sectors of the industry who have responded to its invitation. As of 2021, the Academy will be open to new members based on the principle of sponsorship (see the Academy regulations).

The work of the new Academy members will begin in May 2020. Their first mission will be to propose eligible watch models. In parallel, and as they have in the past, brands will also be able to enter their models. Academicians will subsequently be invited to take part during the summer in the first round of voting to select the nominated watches; then in the autumn they will take part in a second and final vote to determine the 2020 prize list.

A certified digital platform has been specially developed to meet the needs of this demanding new selection mechanism. It offers Academy members a completely secure environment, designed to preserve the anonymity of information and the confidentiality of results.

In this highly unusual year, the GPHG will offer, throughout the competition, an excellent strategic means of international promotion for new models in the sector. The awards ceremony to be held on 12 November is set to be *the* unmissable watchmaking event and a rare opportunity to testify to the dynamism of the industry as well as celebrating it.

2020 Academy members list: <https://www.gphg.org/horlogerie/en/academy/2020-academy-members>

Academy regulations: <https://www.gphg.org/horlogerie/en/academy/2020-regulations>

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