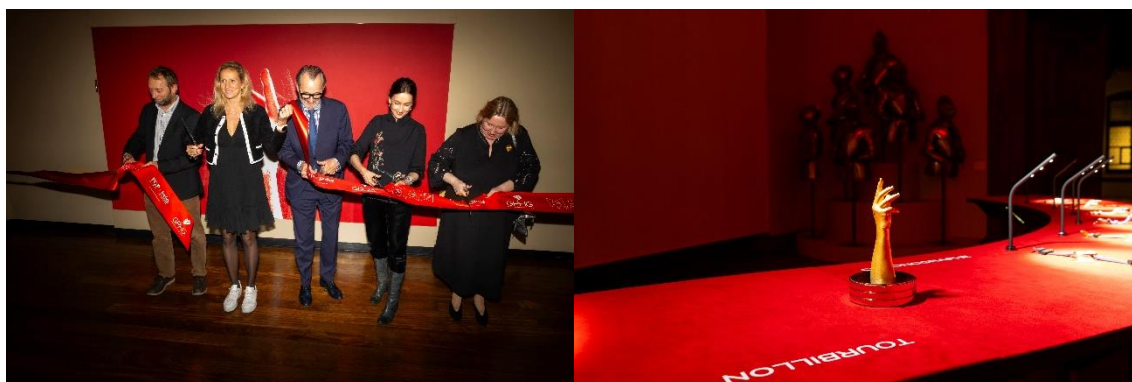


PRESS RELEASE

Geneva, 30 October 2025

Contemporary watchmaking art in the spotlight until 16 November 2025 at the Geneva *Musée d'Art et d'Histoire*



After Shanghai and Istanbul, the Grand Prix d'Horlogerie de Genève (GPHG) Foundation inaugurated the third stage of its 2025 World Tour yesterday evening at the Geneva *Musée d'Art et d'Histoire*, presenting the timepieces nominated by its Academy.

The exhibition, running till 16 November, features 84 watches and six clocks from 54 brands, competing for one of 20 prizes – including the coveted “Aiguille d’Or” Grand Prix – that will be handed out on **Thursday 13 November at the 25th GPHG awards ceremony, held at the *Bâtiment des Forces Motrices (BFM)* in Geneva and broadcast live on gphg.org from 6pm.**

Testifying to contemporary watchmaking's creative strength and renewed excellence, the event provides a **unique opportunity to see the most interesting timepieces of the year** gathered in one place: grand complications, jewellery and artistic craft masterpieces, innovative clocks, iconic watches along with more classic or accessible models.

On Wednesdays, Thursdays, Saturdays and Sundays, subject to prior reservation, the public can enjoy **guided tours of the entire exhibition led by experts along with watchmaking workshops** – orchestrated by the Geneva School of Watchmaking – inviting visitors to discover the techniques of assembly, bevelling and pivot burnishing. Combining tours and workshops, the GPHG also invites secondary school classes to participate in entire afternoons devoted to the discovery of watchmaking culture, while other **activities are dedicated to little ones**, who can step into the shoes of an engraver or build their own sundial under the guidance of a facilitator from the *Musée International d'Horlogerie*. This rich cultural outreach program is complemented by a **talk** on watches that have made their mark on history, organised by the *Fondation de la Haute Horlogerie*. In parallel, *HEAD-Geneva* questions our perception of time with the *Beyond The Clock* presentation, while *The Watch Library* invites visitors to delve into the GPHG archives.

"This Geneva stopover highlights a vibrant watchmaking culture, broadly shared through our outreach programme. We are grateful to the Geneva Musée d'Art et d'Histoire, the natural setting for this exhibition presenting the contemporary art of watchmaking, for its warm welcome and fruitful collaboration. The GPHG unites the profession in a spirit of solidarity and opens its doors wide to the public, thus enabling watchmaking to establish itself as an authentic art, a shared art. The ceremony on 13 November at the

BFM will be the culmination of this GPHG edition, celebrating in Geneva 25 years of watchmaking passion and creativity.” **Raymond Loretan and Carine Maillard, President and Director of the GPHG Foundation.**

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 (GPHG) has for 25 years been pursuing its mission to celebrate and promote the watchmaking art, thanks to the support of its public and private partners, notably its main partner, FGP Swiss & Alps, as well as the involvement of industry stakeholders.

2025 World Tour: <https://www.gphg.org/en/gphg-2025/2025-schedule>

2025 cultural outreach programme: <https://www.gphg.org/en/2025-cultural-mediation-programme>

2025 Nominations: <https://www.gphg.org/en/gphg-2025/nominated-timepieces>

Photos of the 2025 Geneva event: <https://mediacenter.gphg.org/category/exhibition-2025/geneva/>

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CONTACT PRESSE :

Aude Campanelli : aude.campanelli@gphg.org