PRESS RELEASE
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For immediate release

After Mumbai and Bangkok, the GPHG celebrates the creativity of contemporary watchmaking at the Musée d'Art et d'Histoire in Geneva



The Musée d'Art et d'Histoire in Geneva is hosting the 2026 travelling exhibition of the Grand Prix d'Horlogerie de Genève (GPHG) until 15 November. This must-see annual event, inaugurated last night, presents the 84 timepieces nominated by the GPHG Academy.

This unique exhibition offers visitors an exceptional panorama of modern watchmaking art. Bringing together creations remarkable for their inventiveness, technical mastery and expertise, it bears witness to a vibrant culture and boundless creativity. It showcases **78 watches and 6 clocks by 55 brands**, presented in an original scenography specially conceived for the GPHG by the preorder&soldout studio and produced by Dietlin Swiss Showcases.

These 84 timepieces are competing to win one of the 20 prizes, including the highly coveted "Aiguille d'Or" Grand Prix, which will be awarded **on Saturday, 7 November at the 26th GPHG awards ceremony**. The event will take place at the Bâtiment des Forces Motrices (BFM) in Geneva and will be **broadcast live on gphg.org from 6:30 pm**.

To raise awareness among a broad audience of the various facets of the art of time measurement, **free guided tours** led by experts are offered every day. The programme also includes **introductory watchmaking workshops** led by the **Geneva Watchmaking School**, conferences, as well as activities dedicated to younger visitors. As every year, the exhibition also highlights the work of students from the HEAD–Genève Chair in Watch Design and invites visitors to discover the activities of The Watch Library foundation, dedicated to the preservation of watchmaking archives.

"*After the stops in Mumbai and Bangkok, returning to Geneva and its Musée d'Art et d'Histoire is a highlight. This exhibition is not only a showcase of excellence; it embodies our mission of sharing and transmission. By bringing these timepieces together in a museum open to all, we aim to spark curiosity and promote this unique know-how and the inspiring values it conveys*." **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 been pursuing for over 25 years 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.

2026 World Tour: *https://www.gphg.org/en/gphg-2026/2026-schedule*
2026 cultural outreach programme: *https://www.gphg.org/en/2026-cultural-mediation-programme*
2026 Nominations: *https://www.gphg.org/en/gphg-2026/nominated-timepieces*
Photos of the 2026 Geneva event: *https://mediacenter.gphg.org/category/exhibition-2026/geneva/*

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