

PRESS RELEASE

Geneva, 30 September 2025

Celebrating the watchmaking art in Shanghai



The Grand Prix d'Horlogerie de Genève (GPHG) inaugurated its 2025 world tour yesterday in Shanghai in the historical setting of Bund 33.

Committed to promoting cultural exchanges between East and West, **Hantang Culture** is the organising partner of this first 2025 exhibition presenting the 84 timepieces nominated by the GPHG Academy.

This is a unique opportunity for watch enthusiasts and aficionados in the region, who will be able to admire the most extraordinary watches of the moment, from more than 50 brands, in a stellar setting inspired by the Chinese cyclical perception of time and symbolising humanity's eternal aspiration to explore the immensity of life on microscopic and finite levels.

This exhibition, which will be held in **Shanghai until 8 October**, showcases the creativity, expertise and dynamism of contemporary watchmaking. It also offers an ideal opportunity to celebrate this year's 75th anniversary of diplomatic relations between China and Switzerland.

Jessica Yu, Founder and President of Hantang Culture, commented: *"For more than two decades, Hantang Culture has grown in step with the fine watchmaking industry, sharing its stories of craftsmanship and artistry through milestone watch fairs, cultural initiatives, exhibitions, and documentary films. Hosting the GPHG in Shanghai is not only a celebration of the art of watchmaking, but also an invitation for the public to rediscover the culture of time—and a powerful statement of renewed confidence across the industry."*

Raymond Loretan, President of the Foundation of the GPHG, added: *"Building on its longstanding tradition of timekeeping, China has wholeheartedly embraced contemporary watchmaking. It is one of the world's most dynamic markets, where cultural heritage and a passion for innovation converge. Launching our world tour in Shanghai thus holds special significance. We wish to express our gratitude to our partner Hantang Culture for its generous welcome and flawless organisation, which enables the watchmaking world to connect with the Chinese perception of time."*

After Shanghai, the GPHG 2025 travelling exhibition will stop off in Istanbul for the first time from 15 to 20 October, before moving on to Geneva's *Musée d'Art et d'Histoire* from 29 October to 16 November. Finally, Dubai Watch Week will welcome the winners after the awards ceremony, from 19 to 23 November.

The 90 nominated timepieces (84 watches and 6 mechanical clocks) are in the running to win one of 20 prizes, including the prestigious "Aiguille d'Or" Grand Prix, which will be awarded on **Thursday 13 November in Geneva** during the **25th GPHG awards ceremony**, broadcast live on [gphg.org](https://www.gphg.org) at 6pm CET.

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.

About Hantang : With over 20 years of expertise in the luxury industry, Hantang Culture proudly serves the world's top brands and companies, delivering creative, bespoke content that embodies brand values. Backed by cutting-edge video production, outdoor media, and digital technologies, Hantang Culture curates high-end industry events and brand activations. Beyond its core services, Hantang Culture actively contributes to the preservation, restoration, and promotion of cultural heritage and traditional craftsmanship from China and beyond. Under its prestigious banner, the *ART SHANGHAI: European National Treasures* program collaborates with leading cultural institutions worldwide, showcasing world-class national collections and exploring some of the most influential cultural milestones in human history.

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

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

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

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