

# TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

LET'S THINK OUT OF THE BOX!

14 - 19 APRIL 2026  
VILLA SARASIN - GENEVA  
1 min. walk from Palexpo



## TIME TO WATCHES

5280 WATCH COMPANY | ADRIATICA | AEROWATCH  
 AIRAIN | AL-TIME | APPELLA | ART DE L'ANGLAGE  
 ATLANTIC WATCHES | BA1110D | BAUHAUS WATCHES | BEAUREGARD  
 BERNEY | BLACKOUT | BRISTON | CHAMPS-ÉLYSÉES | CIGA DESIGN  
 CIMIER | CLAUDE BERNARD | D1 MILANO | DE RIJKE & CO  
 DOMINIQUE RENAUD | DONE WATCHES | DWISS | EDOX | ELKA WATCH CO.  
 EPOS | EXAEQUO - SALVADOR DALÍ | FEARS | FELIPE PIKULLIK | FITWELL  
 GEOVANI | GOS WATCHES | GRAHAM | H992 ARCHITECTE HORLOGER  
 HAUTE-RIVE | HERBELIN | ID GENÈVE | JEAN-MARC FLEURY | JEAYOU  
 JOWISSA | JUNGHANS | KERBEDANZ | KRAYON | LACO | LAINE  
 LEBOIS & CO | LIC-LEATHER | LÖBNER | LORIGE | MAGELLAN  
 MAISON ALCÉE | MARATHON WATCH | MATHEY-TISSOT  
 MAX TWELVE | MHP MAISON HORLOGÈRE PALMER | MILUS  
 MUREX | NALLA NERAM | NEPRO | NIVADA GRENCHEN | OISA 1937  
 OLLECH & WAJS | OPTIMA | PRAGMA | QIAN GUO BIAO | RAIDILLON  
 RALF TECH | RICHELIEU | RITMO MUNDO | RMS ZEITMEISTER WATCHES  
 RSW | RUHLA 1929 | SANDOZ | SARTORY BILLARD | SINCLAIR HARDING  
 SQUALE | SWISS MILITARY HANOWA | TAOS | UTINAM BESANÇON  
 VENEZIANICO | VULCAIN | WHITE STAR WATCH | WOLF | YEMA  
 YOUHR | ZANNETTI INDEPENDENT WATCHMAKER | ZEPPELIN



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TIME TO WATCHES 2026

## WHAT'S ON – Watchmaking, live

Geneva, 7 April 2026 – For its fifth edition, Time to Watches ([www.timetowatches.com](http://www.timetowatches.com)) sets a new tempo. More than a watch event, it becomes a space for expression, a place to experience, where conversations flow into tastings, and product launches into playful moments. Conceived as a true “Village,” the 2026

edition unfolds across new spaces - Villa, Lodge, Annex, Cellar, Garden - designed to encourage discovery and interaction in a convivial, open atmosphere.

**Just a one-minute walk from Palexpo, at the heart of Geneva Watch Week, time takes shape.**

### **DISCOVER - What's new, and how it's made**

With **more than 85 brands**, Time to Watches offers an exceptional panorama of independent watchmaking novelties. But the real experience goes beyond the display.

Thematic paths and **guided tours** invite visitors to explore further. Curious minds can dive into the fundamentals through dedicated **workshops** - handling components, understanding mechanisms, and gaining a deeper appreciation of the craft. Live anglage demonstrations reveal the precision of each gesture and the beauty of finishing, in real time.

The **Lorige Pavilion** immerses visitors in the world of endurance racing through its partnership with Aston Martin, where performance meets watchmaking creation. The Cellar, meanwhile, is dedicated to **pre-owned watches**, opening another dimension: one of vintage, memory, and transmission. Visitors can also give their own timepieces a second life, with access to professional cleaning services on site.

Looking at a watch is one thing.

Understanding what brings it to life and keeps it ticking is another.

### **CELEBRATE - Setting the pace**

Time to Watches runs on energy. The week opens on April 14 with the **Time to Party by WOLF**, setting the tone in a festive, high-spirited atmosphere. Across the event, visitors can pause for curated **gourmet breaks by ID Genève**, with a live DJ - where watchmaking meets pleasure and sustainability.

### **CREATE - Producing and sharing watchmaking culture**

At the heart of the Village, a dedicated space brings content to life. The **Studio** hosts a continuous stream of interviews, podcasts and editorial formats, capturing the energy of the event in real time. The **Media Kiosk** curates a sharp selection of publications, while the **Media Center** provides journalists and influencers with a space designed for focus and work.

### **TASTE - Extending the conversation**

Because the best exchanges often happen around a table or over a drink, Time to Watches turns every break into a moment to enjoy. At the heart of the Village, **chef Gilbert Renaud's bar-restaurant** serves generous, refined cuisine. Throughout the day, food and drink take many forms: a **food truck**, a **beer truck**, a **wine bar**, a **spritz bar**, and **breakfasts** to start the morning right. Places to gather, share, and slow down.

### **PLAY – Watchmaking beyond conventions**

Time to Watches takes a fresh, approachable view of watchmaking. The **Watch Who Challenge** makes it interactive, social, and fun. Inspired by the classic "Guess Who?", reimaged in a bold, oversized watchmaking format. A lively, large-scale activation designed to bring everyone together - from CEOs to watchmakers to enthusiasts - in a series of unexpected challenges.

For those who prefer a slower rhythm, **lounge areas** offer space to pause, watch, connect... or simply enjoy the moment.

## **ONE VILLAGE, MANY JOURNEYS**

At the heart of the Garden, the event's central hub: the **Welcome Desk** guides visitors toward the spaces, experiences and encounters that best match their interests.

*"Time to Watches is watchmaking stepping out of the display case. A true village where watches are not just seen, but understood, felt and truly lived,"* says Christian Wipfli, Founder and Director of Time to Watches.

### **For any further information:**

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## **2026 Brands**

5280 Watch Company | ADRIATICA | Aerowatch | Airain | AL-Time | Appella | Art de l'anglage | Atlantic Watches | BA111OD | Bauhaus Watches | Beauregard | Berney | Blackout | BRISTON | Champs-Élysées | CIGA Design | CIMIER | Claude Bernard | D1 Milano | De Rijke & Co | DOMINIQUE RENAUD | DONE Watches | DWISS | Edox | Elka Watch Co. | Epos | Exaequo – Salvador Dalí | Fears | Felipe Pikullik | Fitwell | Geovani | GoS Watches | Graham | H992 Architecte Horloger | HAUTE-RIVE | Herbelin | ID Genève | Jean-Marc Fleury | JEAYOU | Jowissa | Junghans | KERBEDANZ | Krayon | Laco | Laine | Lebois & Co | LIC-Leather | LÖBNER | Lorige | Magellan | Maison Alcée | Marathon Watch | Mathey-Tissot | Max Twelve | MHP Maison Horlogère Palmer | Milus | Murex | NALLA NERAM | NEPRO | Nivada Grenchen | OISA 1937 | Ollech & Wajs | Optima | Pragma | Qian GuoBiao | Raidillon | RALF TECH | Richelieu | Ritmo Mundo | RMS Zeitmeister Watches | RSW | Ruhla 1929 | Sandoz | SARTORY BILLARD | Sinclair Harding | Squalle | Swiss Military Hanowa | TAOS | UTINAM Besançon | Venezianico | Vulcain | White Star Watch | WOLF | YEMA | YOUHR | ZANNETTI Independent Watchmaker | Zeppelin

### **About Time to Watches – Let's think out of the Box!**

A major watchmaking event since 2022, Time to Watches facilitates connections between watch brands and their markets. Serving as a platform for presentations and professional networking, Time to Watches offers a dynamic, positive and enthusiastic ecosystem, stimulating dialogue between business partners, the media, influencers, collectors and watch enthusiasts.

Whether established manufacturers or emerging brands, traditional watchmakers or unconventional designers, Time to Watches creates an exciting atmosphere that enhances the quality of these encounters. Resolutely off the beaten track, Time to Watches boasts an informal, warm and festive style, focusing both on product excellence and brand authenticity.

The Swiss edition takes place every year during the *Geneva Watch Week* in April and welcomes mainly international trade visitors, but also the general public.

The U.S. edition is held in Las Vegas in May. It is mainly attended by professionals from the North American market, particularly retailers and the media.

Join the online community!

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