

# TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

## Suan You, Winner of the Time to Watches Prize 2025

*Geneva, June 30th, 2025.* Staying true to its commitment to emerging talent, Time to Watches once again partners with the Geneva School of Art and Design (HEAD – Genève) to honor the most promising Bachelor's or Master's graduation project in watch design. This year, the expert jury has awarded the prize to MIMU, a project by young Korean designer Suan You.

What made the difference? A subtle balance of poetry, emotion, and singularity.

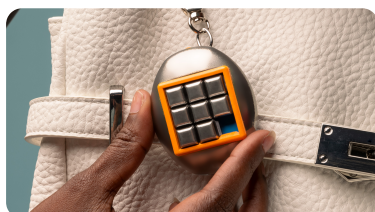
The concept? Hide the time, reclaim the moment. Encased in a smooth, colorful pebble, the hour reveals itself through the playful motion of a sliding puzzle. The discovery is intimate, tactile, almost secret. In Korean, MIMU evokes something elusive and delicate - difficult to define, yet easy to feel.

The reference? A time when women were excluded from the structured, linear time of men, and could only access it through transformed, symbolic objects. Part bag jewel, part necklace, part miniature sculpture, MIMU is polymorphic by nature.

The philosophy? More than a watch, MIMU offers a quiet ritual - a moment of touch and reflection in a fast-paced world. With its organic contours and elusive function, it redefines time as intimate, chosen, and felt, rather than imposed.

It is this delicate refinement and thoughtful intent that won over the jury. Through this bold and sensitive choice, Time to Watches reaffirms its open-minded vision and its commitment to fostering a freer, more creative approach to watchmaking.

Find out more about the Time to Watches Prize on : <https://www.timetowatches.com/time-to-watches-prize/>



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### **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. As a platform for presentations and networking among professionals, 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. Held during the Geneva Watch Week and resolutely off the beaten track, Time to Watches boasts an informal, warm and festive style, focusing both on product excellence and brand authenticity.*

### **Links**

**Website:** [www.timetowatches.com/](http://www.timetowatches.com/)

**Photos:** [www.timetowatches.com/media/](http://www.timetowatches.com/media/)

**Instagram:** [www.instagram.com/timetowatches.official/](https://www.instagram.com/timetowatches.official/)

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