

TIME TO WATCHES

FOR IMMEDIATE RELEASE

The 2nd edition of Time to Watches welcomes 5'800 visitors during the Geneva Watch Week

3 March 2023, Geneva - The 2nd edition of Time to Watches returned to Geneva, during the Watch Week, at the HEAD – Genève. Time to Watches opened its doors on March 28 and welcomed 5'800 visitors (3'950 guests and general public, 1'850 watch professionals, retailers, media and enthusiasts from around the world), representing an overall growth of 28% compared to 2022. During the five days, visitors discovered the latest collections of the 55 exhibiting brands, met key actors of the industry, attended exciting talks and participated in various activities.

Organized by Christian Wipfli, Time to Watches is a rich, diversified, and accessible event offering a creative, and cool space for independent brands. Inclusivity was key at this year's edition with the event being open to the public throughout the five days.

"The foundations laid during the first event allowed us to attract more exhibitors and visitors, especially international ones. And following the positive feedback we received from them - this second edition confirms that Time to Watches is now an event that counts during Geneva Watch Week!" said Christian Wipfli, Director of Time to Watches.

The event's main partner, the HEAD – Genève (Geneva School of Art and Design), hosted the event in Le Cube, the flagship space of its campus, a stunning building stemming from Geneva's industrial heritage.

HIGHLIGHTS OF THE WEEK

Opening Ceremony

The Opening Ceremony took place on March 28 from 6 pm, in the presence of Lada Umstätter, Director of the HEAD - Genève, Jean-Daniel Pasche, President of the Federation of the Swiss Watch Industry and Mrs. Fabienne Fischer, State Councillor, exhibiting brands, press and guests.

Time to Talk

A diverse and engaging series of discussions took place throughout the week on several watchmaking-related topics, technological advancements, and the culture surrounding the craft; in collaboration with Mestel, Swaap!, Showcase, Bilan Magazine, Michel & Cie and Alkimia. Attendees were immersed in elaborated conversations about the latest trends, innovations, and societal aspects of the watchmaking industry. The 19 talks featured 60 speakers from various backgrounds and areas of expertise, providing a well-rounded perspective on the subject matter.

Watch&Match

In a festive atmosphere with live music and DJ sets, 1'480 visitors (general public, guests, media and watch professionals) were given the opportunity to meet the 31 participating brands and their novelties as well as directly buy their favorite timepieces. Among them were brands already exhibiting at Time to Watches but also an additional 13 independent labels. Throughout the day, visitors were treated to an Estelle Lagarde performance, famed for her exceptional and realistic gouache artwork. In the morning, Estelle hosted an art

show inviting each person to participate in the creation of the official poster for **Watch&Match** 2024. The artist also collaborated with the exhibiting brand BA111OD for the reveal of their new complication CHPTR_Δ. An online auction of the unique gouache painting created by Estelle took place from 1pm to 3pm and all proceeds were donated to the charity association Lire et Écrire (www.lire-et-ecrire.ch), that is committed to providing access to basic skills and offers reading and writing courses for adults.

Time to Watches Awards 2024 Announcement

In collaboration with their main partner, HEAD – Genève, Time to Watches is excited to announce the creation of the Time to Watches award (valued at CHF 10'000.–) that celebrates the upcoming innovators, designers in the future of watchmaking. The yearly prize will be awarded for the first time next year to a young HEAD – Genève graduate. The winner will have their watch showcased at Time to Watches 2024.

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