

PRESS RELEASE | Geneva, 30 June 2021

Time to Watches, the new Geneva Watch Event, in Partnership with HEAD – Genève, from the end of March to early April 2022

Time to Watches, the new watch event for creative and innovative brands, will take place in Geneva over 4 days, between March 30th and April 5th 2022. Located at the HEAD – Genève campus, exhibiting brands will be part of the most valuable face-to-face conversations between influential members of the watch community, all brought together in the same city.

HEAD – Genève, University of Art and Design, will host the event in Le Cube, a magnificent building that is part of Geneva's industrial heritage, and the flagship venue of its campus.

Situated in the heart of Geneva, halfway between Palexpo by the airport and the lakeside hotels, *Time to Watches* will host 50 exhibiting brands in an emblematic building which combines exhibition areas, a dedicated media room and open spaces for informal meetings and catering. Aimed at industry professionals - retailers, medias, influencers and VIPs - the 4-day event will be open for one day to enthusiasts from the general public.

In a market devoid of face-to-face meetings for far too long, the mission of *Time to Watches* is to strengthen links between key players across the watchmaking community, in the very heart of its capital city. It is also to build bridges with the academic and cultural world, hence the partnership with HEAD – Genève.

HEAD – Genève, University of Art and Design, offers Bachelor's and Master's courses in Fine Arts, Cinema, Interior Architecture, Space and Communication, Visual Communication as well as Fashion and Accessory Design. It has forged close links and significant collaboration with the local arts community and economy.

Since 2012, HEAD – Genève has been offering a unique Master's course in Watch Design as part of the Fashion, Jewellery and Accessory Design Department. Students learn about watchmaking design, marketing and strategic challenges as well as trends and heritage issues related to the watchmaking industry.

« HEAD – Genève has always been a place open to the city and the world. Promoting a pedagogy rooted in the real world, we wish to offer our students every opportunity to confront the professional world. The Time to Watches event is precisely the kind of context where our students can find inspiration, networking and professional perspectives. »

– Jean-Pierre Greff, director HEAD – Genève

« In the current context, our intention has always been to create an event that is relevant today and tomorrow, hence the synergy of our partnership with HEAD – Genève. We want to promote values of audacity and innovation in watchmaking by bringing together know-how, creativity and energy from watch brands, who all happen to be meeting on the same dates in the same city. »

– Marc Angebault and Christian Wipfli, co-directors of *Time to Watches*

TIME TO WATCHES

WHERE WATCHMAKING AND INNOVATION MEET

Time to Watches is created and organised by Marc Angebault, content marketing expert and Christian Wipfli, founder and CEO of Poseidon & Co, event designer.

More information on

www.timetowatches.com

Media Contact

Time to Watches

Marc Angebault

mangebault@timetowatches.com

+41 79 417 37 92

www.timetowatches.com

HEAD – Genève

Sandra Mudronja

sandra.mudronja@hesge.ch

+41 22 388 51 19

www.head-geneve.ch

Photo Gallery

www.timetowatches.com/media/