

De : Time to Watches <media@timetowatches.com>

Objet : [PR] Time to Watches 2022 - A Successful First Edition

Texte d'aperçu : Time to Watches, the new Geneva watchmaking event, has made its mark on the agenda of the Geneva watchmaking week of March-April 2

TIME TO WATCHES

WHERE WATCHMAKING AND INNOVATION MEET

PRESS RELEASE

Geneva, 3 April 2022

Time to Watches 2022 - A Successful First Edition.

GENEVA, SWITZERLAND - Time to Watches, the new Geneva watchmaking event, has made its mark on the agenda of the Geneva watchmaking week of March-April 2022. A remarkable first edition, due to the positive energy felt during 4 days and by the quality and quantity of visitors (4500). Wholesalers and retailers, media and influencers, from around the world visited the exhibition non-stop, culminating with members of the general public on the last day. Now, it's Time to Turn to 2023!

Time to Watches has enabled the emergence of a new dialogue around mechanical, independent, creative and innovative watch brands – through its multi-faceted format, both as an exhibition space for established brands and young emerging talent. It has also been a forum for discussion on the major topics shaping the watchmaking industry, all of this has taken place within a relaxed, convivial space, encouraging meetings and idea-sharing after two years of social distancing.

Visitors

The 4,500 visitors included Time to Watches accreditations and industry professionals entering with their Watches and Wonders 2022 passes. The 'One City' concept, with several events of interest on the same dates, has worked well.

Exhibitors

According to the 35 exhibiting brands and 9 young watchmakers showcased, Time to Watches has been a great success, marking a vibrant return to face to face contact after months of social distancing. There has been a buzz around the stands as new products, creative and innovative expertise has been unveiled. See the list of novelties below.

Time to TALK

More than 40 speakers, exhibitors and guests, took part in the cultural programme. Up to 5 events per day: debates, roundtables, Instagram lives on major topics shaping the watchmaking industry including: circular economy, NFTs, the future of Swiss watchmaking, design and creation, and French and German watchmaking.

Time to the FUTURE

Time to the FUTURE, a space for young watchmakers, fulfilled its mission by releasing great energy and attracting a large number of visitors. The highlight being an Instagram live session with Baudoin van Es from @Tourbillon_Watch, followed

by a lively aperitif.

“A first edition of an event is always a bit of a bet! However, following the positive feedback we’ve received from our exhibitors and our visitors – it’s paid off! The foundations are in place, although marginal improvements are already planned for 2023” said Marc Angebault and Christian Wipfli, co-Directors of Time to Watches.

Time to Watches 2023

On 31 March, during the inaugural evening, the organizers announced the creation of a Committee of Exhibitors in order to enrich the dialogue with exhibitors. Resolutely turned towards the 2023 edition, the organizers can already announce that Time to Watches will take place in the same space, within HEAD-Genève, on the same dates as Watches and Wonders Geneva. Time to the FUTURE (young watchmakers) and Time to TALK (the cultural programme) will once again form a core part of the 2023 event. A big thank you to the exhibitors for their trust during the 2022 edition which has kept all its promises. We look forward to welcoming you all again in 2023.

Novelties released by our exhibitors at Time to Watches 2022:

CORUM: New Admiral 42 Automatic

Sinn: EZM 1.1S

CHRONOSWISS: Flying Regulator Open Gear Purple Haze

Louis Erard: Excellence Email Grand Feu II

RESERVOIR: Sonomaster chronographe

Junghans: 1972 Competition Edition & 1972 Competition

Perrelet: LAB Peripheral Dual Time Big Date

Pequignet: ATTITUDE

L'EPEE 1839: Time Fast Chrome

Charles Girardier: Magic 8

Pierre DeRoche: GrandCliff Annual calendar

Nivada Grenchen: Datomaster

August Raymond: Ligne ORIGIN Collection (4 modèles standard, skeleton, lunar)

Century: Elegance Moonphase

Klokers: KLOK 08 Minim

B.R.M.: Automatic Watch FF39-40

Armand Nicolet: MM2 and M03 Treasure, new collection for women

VULCAIN: Anniversary Heart 2022 all black + 50's President 2022

Doppelgänger: NGC-42

ID Genève Watches: Circular « S » and the world's first industrial compostable strap

Cuervo y Sobrinos: Asturias Pequeños Segundos, collection Historiador

Frederic Jouvenot: HELIOS CARBON DIAL, 24 HOURS JUMPING HOURS

Mauron Musy: Skeleton limited edition to 13 pieces MU 05-105, Skeleton limited edition to 13 pieces MU 05-201

Milus: Snow Star – Boreal Green

Tonino Lamborghini: Novemillimetri, Cuscinetto Lady, New Spyder

BEHRENS: MARS PROJECT ONE, ROTARY, APOLAR

Initium: Kit Kairos: Make your own Swiss watch at home

SwissKubiK: Travelbox : Travel Watch Winder, Startbox: new colours silver and bronze, SwissKubiK by Adatte Design: Watch winders

Scatola del Tempo: Rotor-One watch winder, _7RT iconic piece, bespoke items (safes and furniture)

XRby: Gabriel Colliard « L'ara jaune, l'ara rouge »

OLIGO: OLIGO bleu, OLIGO marron, OLIGO noir

WOLF: Dynamic Cuffs (3 cuff-sizes-in-one), new watch boxes from the British Racing Collection, with their patented, revolutionary, suspended cuffs

Chevalley Le Bris: Armada Collection, Element N°4, Blue Element Black Sail

The young brands showcased in Time to The FUTURE. **Bernies, KAURI, Khemea,**

**Lundis bleus, Narbel & Co, Rogé Bastide, Skill Watches, Timenest et Vanessa Lecci
Atelier**

Note: two great collaborations:

With **QoQa.ch** for the Sunday ticket office open to a public of watch enthusiasts, members of the large Qlock community.

With **Visiodome**, a phygital solution for remote communication which hosted around ten sessions a day and the live Instagram relay.

Time to Watches is the new watchmaking event that took place from 31 March to 3 April on the campus of HEAD-Genève, our main partner, in addition to Watches and Wonders which supports our initiative. Designed for quality, independent and creative mechanical brands, Time to Watches is created and organized by Marc Angebault, content marketing expert and Christian Wipfli, founder and CEO of Poseidon & Co, event designer.

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