



8 April 2025
For immediate distribution

It's official!
Launch of World Watch Day / Journée Internationale de l'Horlogerie
www.worldwatchday.org

The official announcement took place on Monday, April 7, 2025, at Watches & Wonders, during a dedicated panel in the salon's main auditorium on horology and UNESCO's Intangible Cultural Heritage of Humanity.

*10/10 – October 10th – Every year:
Let's come together to celebrate watchmaking around the globe.
October 10, 2025, marks the first edition of World Watch Day.*

*Professionals and watch enthusiasts alike are invited to register now at
<https://www.worldwatchday.org/en/webinar-registration>
to attend our **webinar on May 5**, at 10:00 a.m. or at 4:00 p.m. CET.
We'll present the goals and structure of the inaugural World Watch Day—
and explain how you can take part.*

Now more than ever, it's clear: watchmaking is an art in its own right—the Twelfth Art. The work of master watchmakers captivates collectors around the world, their craftsmanship widely admired and deeply valued. For centuries, people everywhere have marveled at the ingenuity and artistry of those who bring time to life.

Which makes it all the more surprising that, until now, there has never been a universal day dedicated to watchmaking—especially when you consider that horological and mechanical arts have been recognized as part of UNESCO's cultural heritage since 2020.

World Watch Day is an open invitation to share the passion of watchmaking in all its forms. **It will take place each year on October 10**, echoing the traditional display of 10:10 on watch dials—a quiet symbol of balance, beauty, and joy in timekeeping.

On October 10, 2025, the very first edition of World Watch Day will stream online, following time zones from East to West. In the spirit of shared celebration, the day will be animated by media outlets, associations, collectors' clubs, and content creators from all over the world. Throughout the day, watchmaking will be explored in all its dimensions—from culture to science, from economics to sport, from traditional craftsmanship to contemporary art.

To coordinate the initiative, a dedicated non-profit association has been created, bringing together leading voices committed to promoting watchmaking culture globally. Its founding members include the Fondation de la Haute Horlogerie, Foundation of Grand Prix d'Horlogerie de Genève, Watch Library Foundation, Horopedia Foundation, Horological Society of New York, Europa Star, Le Figaro, Hantang Culture, and Arc Horloger. The association is designed to grow and evolve, welcoming all who wish to contribute to this open, inclusive initiative. Alongside the livestream, the October 10 event is open to any and all local or independent initiatives—a shared celebration of the craft and culture of time.



Founding Members: Statements & Contacts
(in alphabetical order)



Arc Horloger

“The skills of mechanical watchmaking and mechanical art, recognized by UNESCO as part of the Intangible Cultural Heritage of Humanity, are woven into the history and evolution of watchmaking itself. The birth of World Watch Day is a beautiful tribute to horological culture—and a step toward its future. Arc Horloger is proud to take part in this landmark initiative alongside our partners.”

Thierry Bailly, Vice President

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Europa Star

“The global watchmaking community has never been more connected—through events, digital exchanges, and social platforms. One thing was still missing: a day to celebrate watchmaking worldwide, with no entry barriers. That’s exactly what World Watch Day offers—an open-access celebration streamed around the globe. Watchmaking has never felt more universal, and we’re proud to support this effort at Europa Star. For nearly a century, our mission has been to connect the women and men who love and shape the world of watchmaking. See you on October 10!”

Serge Maillard, Publisher

smaillard@europastar.com

Fondation de la Haute Horlogerie (FHH)

“For 20 years, the FHH has worked to shine a light on fine watchmaking—a true fusion of art and technique—while bringing together the people who shape it. It felt only natural for us to take an active role in co-creating this new international day for watchmaking.”

Aurélie Streit, Vice President

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Foundation of the Grand Prix d’Horlogerie de Genève (GPHG)

“The GPHG’s mission is to honor and highlight the creativity and excellence of contemporary watchmaking each year. We’re proud to take part in the creation of World Watch Day—a unifying celebration of the 12th Art.”

Raymond Loretan, President and Carine Maillard, Director

carine.maillard@gphg.org



Hantang Culture

“I’m deeply honored to be one of the founding members of the World Watch Day initiative. The image of watch hands pointing to 10:10 is a perfect symbol of harmony and precision in horological craftsmanship. Eastern philosophy teaches us that time is not just a measurement—it is the rhythm of the universe. We hope this celebration inspires a renewed global reverence for time, and helps watchmaking carry forward the spirit of craftsmanship at the intersection of technology and humanity.”

Jessica Yu, Founder and President

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Horological Society of New York

“World Watch Day is a chance to celebrate the art and science of horology—reminding us that we’re connected by centuries of expertise and bound together through time. All of us at the Horological Society of New York are excited to celebrate and support the very first edition on October 10, 2025.”

Nicholas Manousos, Executive Director

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Horopedia Foundation

“World Watch Day is more than just a date—it’s a tribute to everything that makes watchmaking extraordinary. It’s about the hands that shape each piece, the knowledge passed down from generation to generation, and the urgency we feel to preserve this legacy. It brings together artisans, collectors, and enthusiasts in a shared moment of recognition for mechanical mastery and the value of things built to last. Horopedia is proud to support this global celebration of watchmaking culture.”

Marc André Deschoux, Founder

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Le Figaro

“Watchmaking deserves a day of its own—and now, with the official launch of World Watch Day, it has one. Back in 2020, mechanical arts and watchmaking from the Franco-Swiss Jura Arc were inscribed on UNESCO’s list of Intangible Cultural Heritage. Given how many causes already have a global day, it’s only right that watchmaking—so rich in history, craft, and economic value—finally be honored as well. Each year on October 10, may the joyful 10:10 smile of watch hands shine across the world.”

Judikael Hirel, Journalist

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The Watch Library Foundation

“Watchmaking heritage is built on defining moments—turning points that accelerate history and deepen our passion for time. October 10, 2025, marks one such moment, with the launch of World Watch Day. The Watch Library is proud to play an active role in this celebration of horological excellence, alongside our partners, to showcase the full creativity of the field.”

Martine Depresle, Co-founder and CEO

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So let’s all come together and celebrate watchmaking—starting October 10, 2025!

www.worldwatchday.org

Credits

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