



Geneva Watch Days 2022

August 29 – September 1
ROTONDE DU MONT-BLANC

A WATCHMAKING OPEN HOUSE

Come and discover the new arrivals of more than 30 watch brands!

After the success of its first two events, the Geneva show is back with a host of activities in its pavilion on the *Quai du Mont Blanc*: guided tours and discussion panels will be held to the delight of lovers of fine watches.

After an official inauguration hosted by the city and Canton of Geneva on Monday 29 August, the pavilion will be open to the public every day from Tuesday August 30 until Thursday September 1, from 1 p.m. to 6 p.m. Featuring an exhibition of more than fifty display cases, visitors will be able to discover the latest creations from the participating brands. And for those who wish to experience the new watch collections through the eyes of an expert, guided tours will be organized every day at 1 p.m. A daily TV show will be broadcast on WorldTempus.com, live from a boat moored on the lake next to the Pavilion, offering an overview of the activities to those who can't attend the event in person. Several private events are also on the agenda, including a cocktail reception with a backgammon tournament on the 30th, and an evening hosted by the famous watch magazine "GMT".

During the week there will be a series of symposiums held in the pavilion moderated by Wei Koh, industry specialist and founder of *Revolution* and *The Rake*. After a first talk called "*Watches, the new asset class*", reserved for the press and brands on August 29 at 3:30 p.m., the program will be open to the general public. On August 30 at 5 p.m., Felix Baumgartner, Max Büsser, Denis Flageollet, Vianney Halter, Rexhep Rexhepi and Kari Voutilainen will debate on the theme of the rise of independent watch brands. The following day, again at 5 p.m., Jean-Christophe Babin, Fabrizio Buonamassa Stigliani, Auro Montanari, Laurent Picciotto, Antoine Pin and Ahmed "Shary" Rahman will share their views on the process of iconization, using the example of the Octo Finissimo by Bulgari. And finally, on September 1 at 4 p.m., the discussion will focus on the emergence of a new generation of leaders with Benjamin Arabov, Jean Arnault, Victoire Halter, Benjamin Kuffer and Alexandre Mille, the next generation of watchmakers.

Everyone, from visitors who are simply curious about the watch industry to seasoned collectors, is welcome. The opportunity to see the horological masterpieces of 33 prestigious brands under one roof in the heart of Geneva only comes once a year. And it is also rare to be able to listen to and meet those who create the headlines that make the watchmaking industry so compelling. Geneva Watch Days 2022: let the show begin!

The 3 public events of the week at a glance:

Tuesday August 30, 5 p.m.: "Legends of independent watchmaking"

Wednesday August 31, 5 p.m.: "Bulgari Octo Finissimo, the new icon"

Thursday September 1, 4 p.m.: "New generation watchmaking leadership"

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To register:



Participating brands : Breitling, Bulgari, De Bethune, H. Moser & Cie., MB&F, Ulysse Nardin, Urwerk, Jacob & Co, Arnold & Son, Corum, Doxa, Frederique Constant Group, Greubel Forsey, Maurice Lacroix, Oris, Phillips, Reuge, Alpina, Angelus, Atelier de Monaco, Blanchet, Czapek, Louis Erard, Beauregard, Byrne, Chaykin, Hautlence, HYT, Krayon, Claude Meylan, Raketa, Singer, Trilobe.