

Experience
Watchmaking

WATCHES AND WONDERS GENEVA

9 - 15 APRIL 2024

OPEN TO
THE PUBLIC
13 - 15 APRIL
2024

PRESS RELEASE

Geneva, April 4, 2024

Watches and Wonders Geneva 2024

The complete program is only five days away!

The 2024 edition of the Salon is shaping up to be exceptional with many novelties. With the arrival of eight new brands and a record of 54 exhibiting Maisons, the program promises to be rich. Discover the exciting highlights of an event that takes things up a notch!

Only five days to go until the doors open on Tuesday April 9, 2024 to the largest watch Salon ever organized in Geneva. The curtain lifts at 8:30 a.m. on an event that is not-to-be-missed!

While the first four days are reserved for professionals only, the Salon will open its doors to the general public over three days for the first time this year, from April 13 to 15, 2024, at Palexpo-Geneva. Details on the rich and immersive program are available on the watchesandwonders.com platform.

54 exhibiting Maisons are coming together, against the backdrop of a magnificent setting, to unveil their new pieces and watch collections in unison. The brands are ready to welcome visitors with a beautiful range of activities at each booth.

Whether at the Salon or *In The City*, the 2024 program has been designed for all - those completely new to horology, along with watch enthusiasts and experienced collectors. It's an opportunity for everyone to take a deep dive into the culture of watchmaking and get an inside look at the inner workings of an industry that is fueled by creativity, craft and passion.

The emphasis will be on innovation, with a special focus on young people, offering a truly educational and cultural platform. *"We have noticed a growing interest in our industry from the younger generation, with an average age of 35 on the public days, which is extremely encouraging,"* comments Matthieu Humair, CEO of the Watches and Wonders Geneva Foundation.

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In the new LAB, schools, start-ups and exhibiting brands will present their vision of tomorrow's watchmaking. The Auditorium will host a series of conferences on various themes, and visitors will be able to reflect on the passing moment with Luc Debraine's photo exhibition *Timekeepers*, poetically illustrating in some thirty shots, a time that stands still.

The *Time Show*, a new social media magazine, will feature daily recaps, giving followers the opportunity to immerse themselves in the excitement of the Salon.

For the first time, the public will be able to register to see the newest timepieces up close and discover the secrets of their complications. Unique guided tours led by watchmaking experts will also be offered: there is something for everyone and every interest.

Open to all, the new *Watchmaking Village*, located in the heart of the City, will offer cultural and educational activities. It will be the starting point for guided tours that will raise awareness of the rich watchmaking heritage of Geneva. Everyone will be able to learn about the different specializations within the field of watchmaking, and also have the opportunity to talk to apprentices and professionals. There will even be workshops and activities for children to take part in. In their downtown boutiques, the watch brands will also be offering product animations that will delight all those who come through their doors.

A highlight to experience is the evening celebration on Thursday April 11, that will feature street entertainment, artists, and a concert performance by the famous DJ *Lost Frequencies* on the central stage at 8:30pm.

All eyes will be on Watches and Wonders Geneva, a highlight for the watchmaking industry and an event that will confirm Geneva as a first-class watchmaking destination. Full program and tickets on watchesandwonders.com.

EXHIBITING MAISONS

A. LANGE & SÖHNE | ALPINA WATCHES | ANGELUS | ARNOLD & SON | ARTYA WATCHES | BAUME & MERCIER | BEAUREGARD | BELL & ROSS | BREMONT | CARTIER | CHANEL | CHARRIOL | CHOPARD | CHRONOSWISS | CYRUS GENÈVE | CZAPEK & CIE | EBERHARD & CO. | FERDINAND BERTHOUD | FREDERIQUE CONSTANT | GERALD CHARLES | GRAND SEIKO | GRÖNEFELD | H. MOSER & CIE. | HAUTLENCE | HERMÈS | HUBLOT | HYSEK | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | LAURENT FERRIER | LOUIS MOINET | MONTBLANC | NOMOS GLASHÜTTE | NORQAIN | ORIS | PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PEQUIGNET | PIAGET | RAYMOND WEIL | RESSENCE | ROGER DUBUIS | ROLEX | RUDIS SYLVA | SPEAKE MARIN | TAG HEUER | TRILOBE | TUDOR | U-BOAT | ULYSSE NARDIN | VACHERON CONSTANTIN | VAN CLEEF & ARPELS | ZENITH

More info at watchesandwonders.com

Download the press release, photos and videos at mediacenter.watchesandwonders.com

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