

Experience
Watchmaking

WATCHES AND WONDERS GENEVA

9 - 15 APRIL 2024

OPEN TO
THE PUBLIC
13 - 15 APRIL
2024

PRESS RELEASE

Geneva, January 30, 2024

Watches and Wonders Geneva 2024: Online ticketing opens on February 6, 2024. Don't miss out !

Watches and Wonders Geneva will open its doors to the general public for the first time over three days, from April 13 to 15, 2024, presenting an opportunity to plunge into the heart of innovative and dynamic watchmaking. Tickets will go on sale exclusively on watchesandwonders.com beginning February 6, 2024.

Tickets to the Salon (Palexpo-Geneva) will be available online for one, two or three consecutive days. The program has been considerably enriched to fill this newly extended time from Saturday to Monday inclusive, with a total of 54 exhibiting Maisons participating this year – a record number.

The Salon offers a unique opportunity for visitors to immerse themselves in this exceptional horological universe; to marvel, to exchange ideas on new products and watchmaking trends, and to meet the people who make this industry what it is. An inclusive and exclusive experience to enjoy at Watches and Wonders Geneva.

New for 2024, the general public will be able to sign up for product presentations in small groups to see these timepieces up close and learn about the grand complications. The Salon will also feature exclusive guided tours led by watchmaking experts. All registrations will be taken on-site only.

Over the weekend, the new Auditorium will host a program specially designed for the occasion, with 10 watchmaking lectures on a range of topical themes – economics, society and technology.

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A brand new LAB has been reimagined with schools, start-ups and exhibiting brands presenting their vision of tomorrow's watchmaking. Some fifteen projects created by students from ECAL, one of Switzerland's leading universities for art and design, will be presented for the occasion. Other initiatives and innovations will open a window onto the future of microtechnology, its materials and designs. The new Agora meeting space provides an intimate venue for smaller conferences, discussions and exchange.

Timekeepers, a striking photo exhibition by Luc Debraine, former director of the Swiss Camera Museum in Vevey, will reveal watches and clocks frozen in time. All preserve a precious time: that of memory.

Beyond the walls of Palexpo, excitement will be in full swing in the heart of Geneva. The free *In The City* program will host watchmaking-related cultural and educational activities from its new *Watchmaking Village* on the Pont de la Machine. An evening celebration on Thursday, April 11th, will be open to all with DJs, live music and street performances throughout the city, ensuring an event that is not-to-be-missed!

Program and tickets available on watchesandwonders.com from February 6!

EXHIBITING MAISONS

A. LANGE & SÖHNE | ALPINA WATCHES | ANGELUS | ARNOLD & SON | BAUME & MERCIER | BEAUREGARD | BELL & ROSS | BREMONT | CARTIER | CHANEL | CHARLES ZUBER | 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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