

The banner features a night-time architectural rendering of a modern shopping mall with a large, illuminated, curved glass facade. The scene is set against a dark blue sky with a pattern of white dots, suggesting a starry night or a digital theme. The text 'WATCHES AND WONDERS HAINAN' is centered in a white, sans-serif font.

WATCHES AND WONDERS HAINAN

PRESS RELEASE

Geneva, 17 November 2022

Watches and Wonders Hainan: one event, two destinations, three months to dive into the heart of watchmaking

Watches and Wonders is taking up residence for three months on the island of Hainan, at the cdf Mall in Sanya, and for the first time at the newly opened cdf Mall in Haikou. Thirteen watchmaking *Maisons* will be taking part in this event where the public will be able to discover the latest collections as well as a specially curated and unique watchmaking exhibition.

Watches and Wonders Hainan, which will be held from 2 December 2022 to 28 February 2023, aims to create a timeless interlude... all the better to create an immersive experience. Three months of exhibitions and encounters, spanning two calendar years, with the Chinese New Year Festivities on 22 January 2023 serving as the high point.

Thirteen *Maisons* will be participating - *A. Lange & Söhne, Baume & Mercier, Cartier, Girard-Perregaux, Hermès, IWC Schaffhausen, Jaeger-LeCoultre, Montblanc, Panerai, Piaget, Roger Dubuis, Ulysse Nardin and Vacheron Constantin* - and unveil their watch collections in the two malls, providing a unique opportunity for the general public to discover exceptional pieces.

Thanks to its original format of one event, two destinations and three months of exhibition, Watches and Wonders Hainan will deliver a panoramic view of watchmaking history, its complications and its most spectacular designs.

The new cdf Mall in Haikou will be the stage for a unique event combining the boutiques of the exhibiting *Maisons* with a cultural exhibition which will be held in an exclusive dedicated space of 800 square metres. A truly interactive and immersive village in four parts has been entirely created for the occasion. It will include an exhibition retracing the history of watchmaking from its earliest origins to today, an educational area to learn about the most famous complications, a practical workshop supervised by a trainer and finally, the digital Time Design exhibition focusing on the development of the wristwatch over the eras.

WATCHESANDWONDERS



Each *Maison* is also planning in-store events to showcase their new models. A. Lange & Söhne will offer a retrospective of its history as seen through the prism of its new Grand Lange 1; IWC will concentrate on photo opps, with four corners where one can pose with the new Portofino collection; Cartier has opted for an animation table designed to give visitors a deep dive into its Coussin, Pasha and Panthère creations. Baume & Mercier, which is fully committed to sustainable watchmaking, has developed an innovative concept of a Seed Vending Machine, to be harvested alongside its new Riviera watches. Finally, Montblanc will invite their guests to express themselves with an Ink Bar where they can write than post a card featuring the latest models of the 1858 collection.

Next stop Hainan island to discover a different side of watchmaking. The two destinations of Haikou and Sanya are only three-hours' apart by road. All watch lovers and enthusiasts take note!

EXHIBITING BRANDS

A. LANGE & SÖHNE | BAUME & MERCIER | CARTIER | GIRARD-PERREGAUX | HERMÈS | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | MONTBLANC | PANERAI | PIAGET | ROGER DUBUIS | ULYSSE NARDIN | VACHERON CONSTANTIN

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Press contact

press@watchesandwonders.com

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