



WATCHES AND WONDERS GENEVA

PRESS RELEASE

Geneva, March 16, 2023

Watches and Wonders Geneva: A few days before the opening, what not to miss!

For the first time, the organizers have designed a two-part program: *In the Salon* at Palexpo and *In the City* in central Geneva. This rich and original program by day and by night will make Geneva the watchmaking destination par excellence. It will unveil the most hidden aspects of the industry's craftsmanship and expertise, without ever losing sight of the new creations for 2023. Follow the Guide!

On April 1 and 2, Watches and Wonders Geneva, the largest watchmaking industry event ever held in Geneva, will open its doors to the public. Tickets can be obtained through the online [ticketing](https://www.watchesandwonders.com/ticketing) at [watchesandwonders.com](https://www.watchesandwonders.com).

Connoisseurs, enthusiasts and those who are simply curious will be able to discover the marvels of the 48 exhibiting *Maisons*, from the greatest historical watchmakers to independent workshops and artisans. From exceptional pieces and new collections to skilled craftsmanship, there will be something to satisfy every curious mind.

The future of watchmaking will be on show in the LAB area, while the exhibition '*What time is it?*' by *Karine Bauzin* will give us a preview of the Swiss photographer's work on her artistic perception of time. A visit to the *Salon* will reveal the year's new creations and other exceptional pieces.

To find out more, head for the Auditorium. Themed talks will cover the key watchmaking news and trends throughout the weekend - in two languages. No registration required. The *Salon* will also run guided tours for small groups, several times a day.

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A festival in three words: In the City

In parallel, for the first time, Watches and Wonders will also be present in the heart of its host City. This festival of watchmaking, called *In the City*, will be free and open to everyone. Visitors can therefore wander freely through the Rues Basses of the city center and spot the WandW display columns. This will be the sign that the boutiques have surprises in store: including historical pieces, demonstration workshops, a chance to chat with the watchmakers, a preview of new pieces, etc. To add spice to the experience, an interactive watch rally has been organized especially for the occasion. Using the QR codes scattered along a route, the public will be able to discover the participating boutiques and emblematic sites.

When the sun goes down, *In the City* will continue to beat in the heart of Geneva: on March 30, all the participating boutiques will stay open until 9pm, while a special program has been created for this evening of festivities. Artists, dancers and musicians will take over five stages along the streets, beginning at 5pm. At the Pont de la Machine, a conference on "*Geneva, Switzerland and Watchmaking*" will be open to all who register. A collection of food trucks will be stationed at the city's main crossroads with one objective: get ready for a free concert from the celebrated DJ/Producer *The Avener* at *Quai du Général Guisan*, at 8pm.

The heart of Geneva will be beating to the rhythm of watch movements from March 27 to April 2, 2023. The wonder of watchmaking is within everyone's reach!

Registration and full program on watchesandwonders.com

EXHIBITING MAISONS

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

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