



Press release

Patek Philippe, Geneva

Patek Philippe presents the
Watch Art Patek Philippe Grand Exhibition London 2015

Patek Philippe is delighted to present the **Watch Art Patek Philippe Grand Exhibition London 2015** project, which will take place from May 27th to June 7th 2015 at the Saatchi Gallery in London. The exhibition will celebrate Patek Philippe's tradition of high-precision watch manufacturing, an insight into the company's 175 year history as well as its heritage in the domain of haute horlogerie. Visitors will have the opportunity to discover the world of the last privately family owned Geneva watch company from the inside.

Artisans working live and watchmaker demonstrations are some of the activities taking place during the event next year. There will be 12 rooms (including the Immersion room, the Film Theatre room, the Current Collection room, the Museum room, the Grand Complications Room, the 175th Collection Gallery room and the Rare Handcrafts Gallery room) throughout the entire Gallery and visitors will have access to over 400 exceptional pieces in a space of 2,200 sq. metres.

The Watch Art Grand Exhibition will bring to a close the Patek Philippe 175th anniversary celebrations, which started on 1st May this year. The event will incorporate the commemorative timepieces which were presented to the world in October and people will have the chance to experience these great moments in history for the company.

According to Jasmina Steele, the International Communication & Public Relations Director of Patek Philippe, the aim of the Grand Exhibition is to recreate places and elements of the company that will provide an unforgettable experience for each visitor offering as near as possible, the experience Patek Philippe guests have when they visit the company's manufacture in Geneva, The Museum or the historical building in the Rue du Rhone. "We really want visitors to know about the history of horology through our own history and leave the Exhibition with a greater general knowledge of watchmaking".

Mark Hearn, the Managing Director for Patek Philippe UK, says: "We are very proud of hosting this magnificent event in London, a multicultural city and a hub for business and tourists who come to visit from all over the world. If we can inspire and help visitors to understand and appreciate watchmaking, we will have achieved our objective".

The Exhibition will open to the public, free of charge, from 9:00 to 19:00 weekdays and Saturdays, and from 10:00 to 16:00 on Sundays, with guided tours available on a daily basis and in different languages. Schools trips are also part of the programme during the whole period the Exhibition is open, and the British School of Watchmaking will be part of that education programme.

For further information or images please contact: Viviane Borges, Isobel Walford or Angharad Davies on 01753 891 348 ext 3 or via email:

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Note to editors:

Immersion Room

This room is created to inspire and immerse visitors into the world of Patek Philippe. A short introductory film will be shown on a 10 minute loop.

Film Theatre room

The Patek Philippe historical movie will be shown here.

The Current Collection room

This gallery showcasing the current collection is designed to replicate the Patek Philippe Salon on the Rue du Rhone in Geneva.

The Museum room

Very much like the Museum in Geneva, this room will be divided into 2 sections. In the first section there will be some of the greatest historical timepieces spanning the last 5 centuries, including the earliest watches ever made. In the second section of this 'Temple to Watchmaking', historical Patek Philippe timepieces dating back to 1839 will be on display.

The Grand Complications room

This gallery is dedicated to the rarest and most complicated timepieces created. Minute repeaters, Sky moon Tourbillons and Chronographs will be on display in this gallery.

The 175th Collection Gallery room

Patek Philippe celebrates anniversaries by creating unique timepieces, the 175th will be no exception. This gallery will be designed to showcase the commemorative collection.

The Rare Handcrafts Gallery room

The specialist artistic techniques used to decorate timepieces have a long and glorious history at Patek Philippe. In this gallery we learn about the company's artisans, their skills and Patek Philippe unique commitment to rare handcrafts, past, present and future.

