



Press release

**Patek Philippe, Geneva
November 2014**

**175 years Patek Philippe.
The anniversary celebrations of the Genevan manufacture continue.**

All Patek Philippe commemorative watches from 1989 to 2014 are now in the Patek Philippe Museum: From November 15, 2014, until April 11, 2015.

The initial events commemorating Patek Philippe's 175-year anniversary were thoroughly inspiring and met with enthusiasm. The big fiesta started on May 1 within the heart of the family and – for the public – at www.patek.com. This was followed by the spectacular fireworks display sponsored by Patek Philippe for the Fêtes de Genève, with which the last family-owned watchmaking company in Geneva demonstrated its alliance with the city. And it culminated with the dazzling anniversary festivities that unfolded from October 13 to 20 on the premises of the manufacture. They were attended by 3600 journalists, retailers, watch collectors and aficionados from all continents. The spotlight was on a collection of limited-edition commemorative timepieces that was totally sold out even before the end of the extravaganza.

The next anniversary event will last longer – five months: From November 15, 2014, until April 11, 2015, manufacture president Thierry Stern and his father Philippe Stern, both passionate watch lovers, will arrange a last showing of the commemorative timepieces at the Patek Philippe Museum in Geneva's Plainpalais district. For the staff members of the manufacture, the inhabitants of the city of Geneva, and all connoisseurs of high-end watchmaking artistry, this is a unique opportunity to revel in the beauty and perfection of these rare and highly coveted anniversary watches.

60 limited-edition Patek Philippe timepieces – unique models created for noteworthy occasions
In addition to the watches that memorialize the 175th anniversary, the special exhibition at the Patek Philippe Museum will showcase all Patek Philippe commemorative timepieces that were created since the manufacture's 150th anniversary:

- 1989 The watches crafted on the occasion of Patek Philippe's 150th anniversary
- 1997 The watches created to celebrate the inauguration of the new production complex in Plan-les-Ouates, Geneva
- 2000 The watches that ushered in the 3rd millennium
- 2006 The watches created to commemorate the total renovation of the Patek Philippe historical building on Rue du Rhône in Geneva with the remodeled Patek Philippe Salons
- 2014 The watches crafted on the occasion of Patek Philippe's 175th anniversary
- A selection of 175th-anniversary Rare Handcrafts timepieces that pay tribute to the unique artisanal traditions of Geneva, Patek Philippe's home town

Museum visitors will also be invited to learn more about the history and technical aspects of the brand via new interactive presentation technologies. As a world debut, the "3D Immersive Experience" allows people to "dive" into a movement – the caliber GS AL 36-750 QIS FUS IRM of the Grandmaster



Chime, the highlight of the 175th anniversary – and observe the functions of 4 of the twenty complications of this extraordinary commemorative timepiece in a 3-dimensional, real-time projection.

This exhibition at the Patek Philippe Museum is a must for everyone who wishes to see the globally acclaimed collection of the Genevan manufacture's 175th-anniversary watches and their legendary predecessors.

Patek Philippe Museum

Rue des Vieux-Grenadiers 7
CH-1205 Geneva / Switzerland

Opening hours:

Tuesday to Friday, 2 to 6 pm
Saturday, 10 am to 6 pm
Closed on Sunday and Monday

175 years Patek Philippe. A celebration from May 2014 until May 2015.

On May 1, 1839, Antoine Norbert de Patek founded a manufacture in Geneva. In 1851, quite some time after he had teamed up with Jean Adrien Philippe, the company was named Patek, Philippe & Cie. Ever since the day it was established, the manufacture has been an active player in the top league of watchmaking artistry without interruption. It has always been independent and free from outside control. Since 1932, it has belonged to the Stern family, which has ancestral roots in Geneva. This unique constellation and its autonomy facilitated Patek Philippe's ascent as the leading watch brand in the luxury goods segment and in the international auction community.

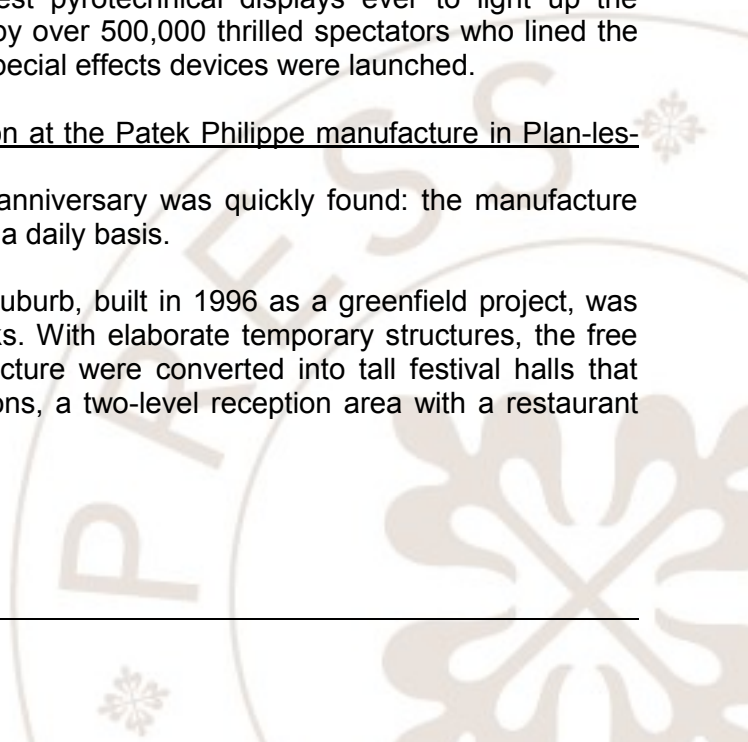
August 9, 2014: Patek Philippe illuminates the nocturnal skies above Geneva

For the public, the kickoff of the 175th-anniversary celebrations took place on August 9, 2014, on the occasion of the "Fêtes de Genève" to which Patek Philippe contributed a magnificent pyromelodic fireworks display entitled "Man and Time". Because 2014 also marked the 200th year since the accession of Geneva to the Swiss Confederation, it was deemed fitting to stage a particularly spectacular show: it ranked among the three largest pyrotechnical displays ever to light up the firmament anywhere in the world. It was applauded by over 500,000 thrilled spectators who lined the harbor of the city of Geneva from where the brilliant special effects devices were launched.

October 13 to 20, 2014: 175th-anniversary celebration at the Patek Philippe manufacture in Plan-les-Ouates

The venue for celebrating the manufacture's proud anniversary was quickly found: the manufacture itself, where the company's ambitions are pursued on a daily basis.

The building complex in Geneva's Plan-les-Ouates suburb, built in 1996 as a greenfield project, was hardly recognizable for a period of nearly nine weeks. With elaborate temporary structures, the free spaces between the individual wings of the manufacture were converted into tall festival halls that accommodated a stage, façade-sized video projections, a two-level reception area with a restaurant and a presentation floor.





Here, the invitees – 3600 media representatives, VIPs, retailers, and business partners from all over the world – were treated to a veritable anniversary extravaganza on six consecutive evenings. The guests were welcomed by Philippe and Thierry Stern, father and son, honorary president and president of the manufacture. They witnessed a lofty mapping show showcasing significant historic milestones and trailblazing watch models, underscored with mesmerizing music and ballet performances on a stage that was almost 20 meters wide.

Subsequently, the guests were invited to the presentation of the commemorative watch collection. A special detail: The four model lines were introduced to the visitors by their engineers and designers, the very people who know the watches inside out. Guests queued up in front of the 3D Immersive Experience where the exquisite movement of the fabulous Grandmaster Chime wristwatch was presented in a breathtaking high-tech screening that literally drew the audience into the depths of the movement.

The historic 18th-century Château Blanc on the manufacture's premises was also integrated in the event. The steep ascent to its uppermost floor rewarded visitors with a magnificent exhibition of some of the manufacture's most exclusive 175th-anniversary Rare Handcrafts timepieces. These oeuvres represent the pinnacle of once nearly extinct forms of artisanship such as engraving, enamel arts (miniature painting, cloisonné, champlevé, flinqué, plique-à-jour, grisaille), guilloché, wood marquetry, and haute joaillerie. Not least thanks to the commitment of Patek Philippe, these skills have survived and are now experiencing a renaissance.

Needless to say, the more than 2000 employees of the manufacture also had the opportunity to attend the festivities, reaffirming their conviction that they work for the most respected company in the Swiss watchmaking industry: Patek Philippe.

As is the case when the manufacture crafts its timepieces, no effort was spared to make this grand anniversary event a resounding success. An event venue with an area of 2037 m² was created with temporary add-on structures. It took 47 days to build and 23 days to dismantle. The space for the cocktail zone and the mapping show was 25 m high. The reception area with the buffet, the commemorative timepiece presentation, and the 3D Immersive Experience were accommodated in an 18-meter-high space. The considerable amount of work was richly rewarded by the success of the six-day event.

Now, the timeline of Patek Philippe's 175th anniversary continues with the exhibition of the commemorative timepieces at the Patek Philippe Museum in Geneva and in the manufacture, as president Thierry Stern has already suggested, with initial preparations for the bicentennial in 2039.

PRESS
